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RETURN TO POMOLOGY
SECTION OF NOMENCLATURE
1917
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TOWNSEND'S

TWENTIETH CENTURY CATALOGUE

INDEXED. NO. 27. INDEXED

SQUARE DEAL NURSERY

STRAWBERRIES and Other Small Fruits

INDEXED

And How To Grow Them.

Instructions for Ordering Plants, Etc.

Orders should always be sent in as soon as possible; it is better for you as well as the nurseryman.

C. O. D.—We do not ship plants C. O. D. unless one-half the amount of order has been received.

How to Send Money—Make all orders payable to E. W. Townsend. Remit by Money Order, Registered Letter, or Bank Draft. Postage stamps taken for the fractional part of a dollar. Do not send currency unless you register your letter. (We have received thousands of dollars in this way, but had rather pay the registration fee ourselves, or for a money order.

Shipping Season—From October 1st until May 1st is our regular shipping season. We can usually ship plants all winter. After May 1st we do not guarantee plants to reach customers in good condition and all orders are shipped after this date at their own risk.. However we do ship thousands of plants every season after this date and usually they are perfectly satisfactory. But there is no need to put off planting later than May 1st, and even if late planting is desired it is by far the best to have plants shipped May 1st and healed in so as to be ready when ground is prepared. Our hardy grown plants can be kept a long time after they are received by you if properly healed in by making a trench V shaped deep enough to take the roots and leave out the buds; firm dirt around the roots and cover with boards, keeping boards off the top of plants. Always loosen the bundles before trenching.

True to Name—We guarantee our plants and etc. to be true to name and upon proper proof that any plants prove untrue we will replace them free of charge or refund the purchase price. We have had so few claims in the past of plants proving untrue to label that it seems unnecessary to add the customary language that the trade laws demand. But in order to protect ourselves we will be held responsible only for the amount of the plants that actually prove untrue.

Our Guarantee—That plants ordered by express reach our customers in good growing condition and prove satisfactory, when taken from the express office at once. We pack and deliver freight and mail orders in good condition and deliver to post office or freight station but cannot be held responsible while in transit.

Packing—We make no charge for packing. Every package is delivered free on board cars at prices named in catalogue.

Twenty-Five—All plants are tied twenty-five to a bundle wrapped neat with fine raffia.

Payments—Invariable cash in advance before shipment. This is our Iron Bound Rule to everybody. This is to our customers' interest as well as ours. We have no bad bills and you do not have any bills to pay for the other fellow. If not ready to send the full amount of remittance now make out your order and send one-fourth now, balance when plants are ordered shipped.

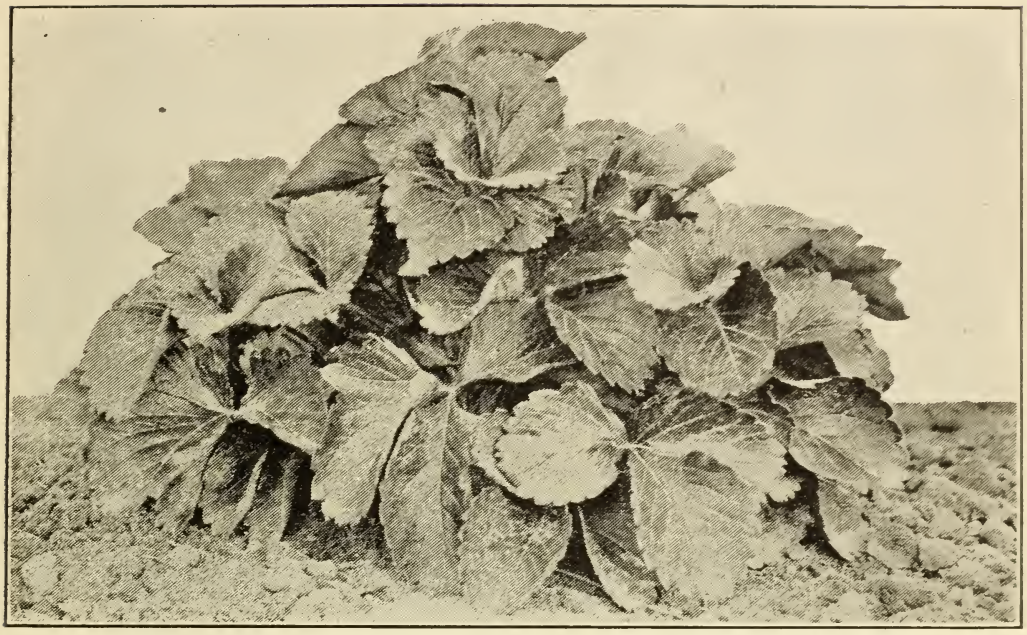
One Price to All—Every customer at the first table. It is our desire to treat every customer the same.

No Order Too Small—We will accept your order for twenty-five plants and give it the same careful attention as the fellow with a hundred thousand order.

KEEP this Catalogue, and use it until you receive another copy, or give this one to your friend and ask for another one.

Copyrighted, 1916, by E. W. Townsend.

RETURN TO POMOLOGY
SECTION OF NOMENCLATURE
FEB 5 - 1917



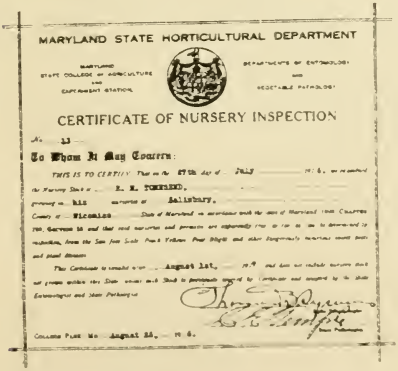
A Thoroughbred FORD Plant, the Coming Late Variety

SEASON'S GREETING—1917

IN PRESENTING OUR 20TH CENTURY CATALOGUE NO. 27, We wish again to thank each one of our customers, who have stood by us for these many years since we have been in the plant business, and assure you all that your repeated orders and your kind words have been an inspiration and encouragement to us while trying to grow for you the best grade of plants that it has been possible to grow. It is you that have sounded the praise of "Townsend's Thoroughbred Strawberry Plants" until Townsend's name has become a household word in every section of the United States where strawberries are grown. Another season here in the "Garden Spot of the World" we have been blessed with the finest growing weather, (no need for Skinner Irrigation here) and have without a doubt grown the finest stock of plants it has ever been our pleasure to grow.

We have not only the best in all the old standard varieties, but we are able to offer our customers and friends this season in the way of new introductions some of the most wonderful varieties that are surpassing anything we have ever been able to offer heretofore and ones that are sure to take the place of many of our leading varieties now. We hope that every customer will avail themselves of this grand opportunity, and give these wonderful new varieties a trial.

Nearly all our plants this season are grown on new virgin soil, on land that has just been cleared from the brush and trees. We have added nearly one hundred acres to our farmsofthisnew landthis sea son. It is a positive fact and known by the oldest berry growers everywhere that plants grown on new land are by far the strongest and healthiest plants grown. It was for this reason alone that has prompted us to continually add to our acreage this new soil. It is our aim to grow for our customers the BEST PLANTS THAT CAN BE GROWN, not as good, but to keep a neck ahead of the very best competitors. Tha tour plants are holding the greatest records for productiveness of large size berries and very best quality, our customers will vouch for. That our Thoroughbred Selected Plants will yield from two to four times that of ordinary plants with no breeding, has been demonstrated time and again by our progressive customers. We are proud to say that there has been a great awakening along this line. Farmers of every classare looking for the very best Plants and Seed. the same as with live stock, no matter what the first cost. The best is always the cheapest in the end.



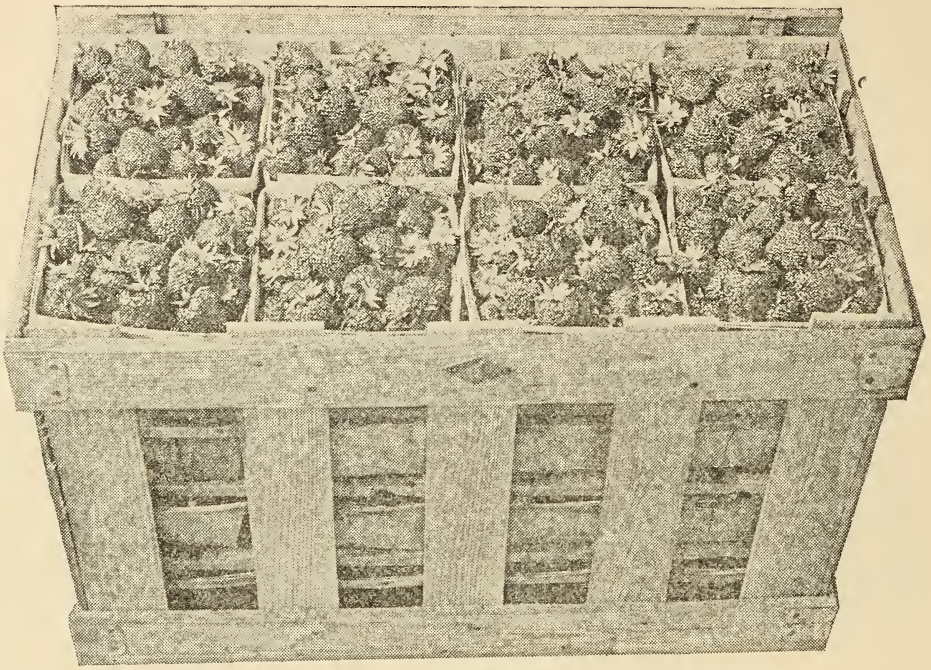
MARYLAND STATE HORTICULTURAL DEPARTMENT

CERTIFICATE OF NURSERY INSPECTION

To Whom It May Concern:

Yours for success,

E. W. TOWNSEND



A Crate of MATTHEWS, The Coming Extra Early Strawberry. The Matthews is as Early as it is Possible for a Strawberry to Grow and is as Large and Firm as the Gandy.

Mathews

Mathews (Per).—Here is a variety not fruited on our Farms, but which was originated only a few miles away, and probably has drawn more attention in the past five years than any variety grown in our State.

Mr. F. E. Mathews, of Worcester county, a life-long horticulturist, was the originator. He has grown it in very large quantities for the past five years and up until 1916 absolutely refused to sell or give away any plants. We were among the lucky few to secure 6,000 plants last spring for propagation purposes.

It is described as the earliest berry grown. And also as being the largest extra early berry grown, is claimed to be as firm as any of the very best shippers such as Missionary, Klondyke, Nic Ohmer, or Gandy. The plants being large and strong, holding the fruit from the ground and exceedingly productive quality, extremely fine in every particular and claimed not only by Mr. Mathews, but by many of our leading nurserymen who have watched it for years as being the nearest extra early berry to PERFECTION, that has ever been introduced. It is claimed that Mr. Mathews has grown it on all sorts of soils and that it has done exceedingly well in every instance. We, ourselves, believe that the strawberry growers of the country are to be congratulated on this grand find and predict great things for the MATHEWS, and advise our customers to give it a trial. We expect a great demand for the plants this season, and will ask our customers to order early. Our price will be just what we paid the originator for our stock.

(See testimonials in reference to this wonderful variety.)

Princess Anne, Md.

Mr. F. E. Matthews,

My Dear Mr. Matthews—I have been visiting your farm for the last three years studying the new strawberry grown on your farm. I am glad to know you have called the berry "Matthews" for it deserves a good name. I consider this strawberry the earliest and most prolific I have ever seen, also of excellent size. The last time I was in your patch you remember I picked about four quarts without moving. This was a sight for the Horticulturist and I wish every one in the U. S. could have seen it. I also consider it one of the best shippers, as it holds up well.

I wish you every success with your new strawberry the "Matthews" for it has all one would wish for in a berry.

Yours truly,

H. S. LIPPINCOTT,
Farm Demonstrator, Somerset County, Md.

Hillsboro County, Fla.

Mr. E. W. Townsend,

Dear Sir—I received the 3,000 plants that I ordered from you in good shape and set them out in the beginning of the worst drought I have ever seen and in new land. But they lived the best I ever saw and are looking fine. I lost one plant and one plant only. I am well pleased and recommend you to others. As ever yours for business,

F. M. BARTLETT.

WHAT THE INTRODUCER SAYS OF THE MATTHEWS.

Dear Sir—In introducing the new early strawberry "Matthews," will say that in my judgment and also, I believe, in the judgment of everyone else who has seen it fruiting, it will fill a long felt want as it is extremely early, ripening at the same time as the "Excelsior." It is of large size and of a beautiful deep red color with large green cap. It is also immensely productive. The foliage is large and healthy. The berry is also a good seller as is evidenced by the fact that 11 cents per quart is the lowest price they brought on the market last season.

I am offering the plants for sale the first time this spring and at a price all can afford to pay. I am sure out of the hundreds who have seen it fruiting, there is not one but will agree with me in this statement.

This is no fake, but a variety of genuine merit and I only wish that every berry grower in this section could have seen it growing for I feel confident that they would bear me out.

I have been fruiting it for four seasons, and during this time many persons have seen it ripening. I do not know of one that was not deeply impressed with its earliness, size and the immense amount of fruit set.

I am putting it on the market with the utmost confidence that it will both please and pay anyone who plants it.

Please read a few testimonials of persons whose judgment means something.

Respectfully,
F. E. MATTHEWS.

Peninsula Produce Exchange of Maryland.

Mr. F. E. Matthews,

My Dear Mr. Matthews—Referring to your request for an expression of my judgment of the new strawberry "The Matthews" propagated by you and which you have been growing for several years, I beg to say:

As you know I have a number of times visited your farm and closely examined the said berry plants and their fruit. I have also a number of times noticed them in our local market.

I must state that my observations fully convience me that you have an unusually valuable berry, a berry which is certainly the earliest berry I know, ripening fully a week ahead of the Missionary and being a much larger and prolific berry than any other early variety. It also seems to be a berry that will carry good. Indeed I think your experience with it in putting it on the markets the past year shows that it is a good shipping berry.

If you propose to market the plants this season and wish to refer any prospective buyer to me I shall take pleasure in giving the above opinion as to its merits.

With best wishes, I am,

Very truly yours,
COLMORE E. BYRD, Cashier,
The Citizens' National Bank.

(Mr. Byrd, although a bank cashier, owns and operates one of the best farms in this section and is also one of its best farmers.—F. E. M.)

The new strawberry which Mr. Frank E. Matthews, of Somerset county, propagated a few years ago has attracted much attention this season and has so won public favor as to be reckoned as the best early berry that has ever been seen in this section. Mr. Matthews has quite a number of them on his farm on the Pocomoke river this year and during the past week farmers, as well as others interested in strawberry culture, have visited his farm to witness the results obtained from his patches. The fact is that the results obtained from this berry have to be seen to be appreciated and it would be impossible to describe it on paper. It is beautiful in color, handsome in size and delicious in taste. In fact it is all that could be asked of the berry family.—From the Worcester Democrat, Pocomoke City, Md., issue of May 15th, 1915.

MARYLAND AGRICULTURAL EXPERIMENT STATION.

College Park, Md.,

Mr. E. W. Townsend,

Dear Mr. Matthews—I am very glad to have the opportunity to see your new strawberry in fruiting. I was very agreeably surprised to find such a promising variety. Its earliness, size, attractive color, good quality and productiveness should go a long ways towards making this a profitable first early sort.

Everyone who saw the berries which you so kindly gave me, praised them highly.

Very truly yours,
W. R. BALLARD, Pomology.

Pocomoke City, Md.

Mr. F. E. Matthews,

Sir—My several visits last Spring to your farm to view your early Strawberry patch was a revelation to me. I never saw such pretty berries nor quite so large, especially so as to their uniformity. The vines seemed to be loaded almost to the point of groaning and were all of such uniform size and such beautiful color. I am no farmer, but I am deeply interested in farming and I hope your new berry may prove successful for you.

Very truly yours,
JOHN W. ENNIS, Cashier,
The Pocomoke City National Bank.

Mr. F. E. Matthews,
Care of Office of County Commissioners,
Princess Anne, Maryland.

Dear Sir—I am pleased to tell you that I had the pleasure of seeing your new Strawberry. "Matthews," growing for three seasons and found it to be the finest Extra Early berry that ever came to my notice. It was about the first to ripen and what was better, the berries were large, of good color and you were able to market all of your crop before the mid-season varieties were ripe.

Yours very truly,
W. C. CULLEN,
Secretary-Treasurer and Gen'l Manager,

NOT WHAT WE SAY BUT WHAT OTHERS SAY ABOUT TOWNSEND THOROUGHBRED.

Zion City, Ill., May 4, 1916.

Mr. E. W. T. Dear Sir—The 8,000 strawberry plants received in first class condition. They are without question the best lot of plants we have ever received from any grower.

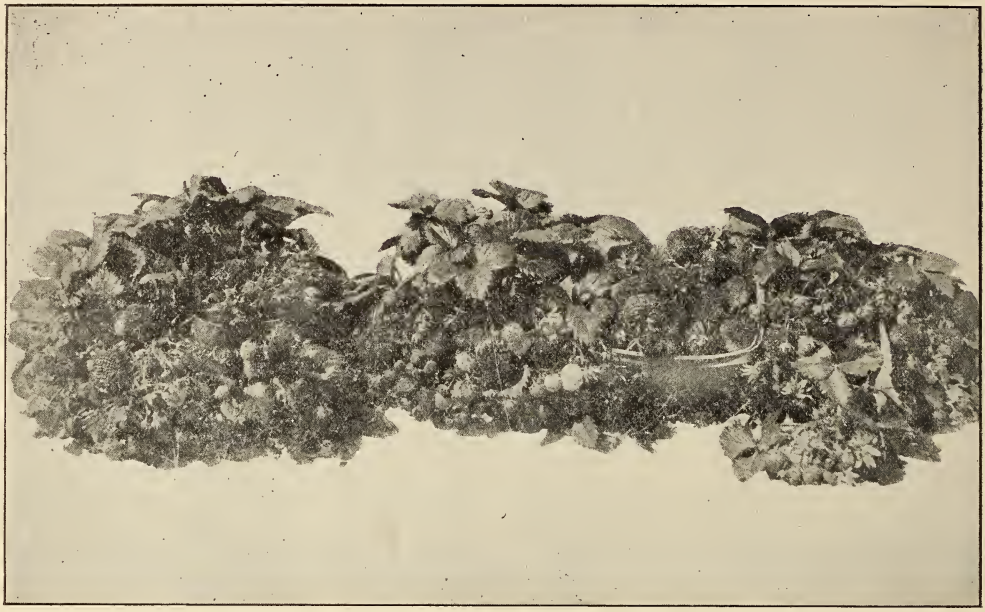
Yours truly,
N. A. & M. M. R.

Franklin County, Ohio.

Mr. E. W. Townsend,
Salisbury, Md.

Dear Sir—I received the plants O. K. and they were certainly fine plants and big count. You may look for a big order next spring. I am a satisfied customer. J. C. WALTERS.

Note—This was Mr. Walters' first trip, and he is already a satisfied customer.



UNCLE SAM—When grown under hill culture a fine extra early variety.

Uncle Sam

Uncle Sam.—We introduced this variety several years ago and after growing and fruiting it for several seasons decided that there was not much difference between it and the Early Ozark, and thought one variety would do as well as two so discontinued growing it for one year. But during the season 1915-1916, we had so many inquiries for it we had to get it in stock again. And we found by the behavior in other sections that it is indeed a distinct variety from the Early Ozark, and is greatly the favorite of the two by many of our customers. We visited a field of this variety in the South the past season, and without exception, it was as pretty a sight as I ever looked at like strawberries. There is no end to productiveness, season is early, earlier than Missionary, good plant maker, healthy foliage, long stems, berries dark red to the center and firm, size fully as large as Missionary, eating qualities extremely good, has perfect blossom, seems to have its greatest popularity in the Southern States. We have about 100,000 plants this season and recommend it for trial.

Manchester, Ind., May 8, 1916.
Dear Sir—Received the plants in fine condition set out and growing fine.
Yours truly, C. C. W.

Dr. Burrell

Dr. Burrell (Per).—One of the most promising new varieties that ripens in mid-season. Originated by Dr. Reasoner, of Illinois, and introduced by the R. M. Kellogg Co., of Michigan, in 1916. Dr. Reasoner was the originator of the world famous Senator Dunlap, and it is claimed that in the Dr. Burrell, is a variety that surpasses Dunlap in every way. I want to say here to my customers any variety that beats Dunlap in every way, shape or form is a valuable variety and you should

DR. BURRELL, Greatly Reduced in Size.

not fail to plant it just as soon as you can get the plants in the ground. The Dr. Burrell is a cross between the Dunlap and the famous old Crescent, comes of extra good parentage,

Another Customer Made

Harrisburg, Pa., April 27, 1916.

Mr. E. W. T. Dear Sir—The plants sent me are all growing nicely. I wish to thank you for these very fine plants and to assure you of my future orders. Respectfully yours,

W. B. H.

does it not?

In plant growth it resembles both makes, plants freely and they are beautiful, healthy plants when grown the right way such as are grown on the Townsend farms.

Fruit is larger than Dunlap, slightly lighter in color, firm and with excellent eating quality. Immensely productive, suited either for home use or distant markets.

Hon. M. Crawford, Ohio's greatest strawberry expert, in writing of the Dr. Burrell, says that he expects it to become a general favorite.

Kellogg Co., of Michigan, claim it as one of their greatest varieties.

We have a fine stock of Dr. Burrell plants and at a price within reach of all.

Nearly 100 Acres of New Ground Plants, Strong, Healthy and Productive

Gandy

Gandy.—A very late perfect flowering variety and a standard variety in nearly all the largest strawberry sections of the United States. Does best in land of a very springy nature. We always try to grow a very large stock of Gandy plants and have not failed to do so this season and think that we can supply our trade with this variety; 1,000,000 plants on new land.

Haverland

Haverland.—Imperfect flower, mid-season; we have always recommended setting Seno Dunlap with the Haverland for a good patch of fruit. Equal rows of each. It is unnecessary to give another lengthy description of this variety at this time.

Helen Davis

Helen Davis.—A perfect flowering variety, mid-season to late; very productive fruit, medium to large; quality fair to good; is very popular in the West, also in the Northern States. Not recommended for Maryland or Delaware.

ANOTHER PLEASED CUSTOMER BRINGS HIS NEIGHBOR.

Wimauma, Fla., March 3, 1916.

E. W. T., Dear Sir—Attached find P. O. money order for more plants, the 10,000 received are fine, a neighbor asked me to order this lot for him. Thanking you for your kindness

Yours truly, S. ALEX. D.

Hub

Hub.—A perfect flowering variety that hails from Massachusetts. Has made good here in Maryland the past season, according to reports from our best growers who fruited it for the first time; fruit very large and firm, and very attractive; will probably become a leader here in the near future. Ripens about mid-season here in Maryland.

Glastonburgh, Conn., May 10, 1916.

Dear Mr. Townsend—I intended to write you before this that I received the plants and they were perfectly satisfactory, best we ever bought.

Yours, etc.,

W. J. R.

KELLOGG PREMIER, Greatly Reduced in Size.

Kellog's Premier

Kellogg's Premier (Per).—Another new and promising variety is the Premier, introduced by The Kellogg Co., of Michigan, the past season. These people gave such glowing discription of it in their 1916 catalogue, that we purchased a good supply of plants, and have grown a nice bed of plants for this season, and would advise our customers to give it a trial. We quote a part of their description, as follows:

We make the confident prediction that Kellogg's Premier is to become the most widely known and most extensively grown extra early variety throughout the country as soon as its virtues have become known to the strawberry world. Kellogg's Premier is distinctly in a class by itself. In productiveness it is a wonder. The berries is mammoth in size, beautifully formed, bright red color through and through, delicious in flavor and is a splendid shipper. In one word, every berry is a show berry and a prize winner. It is the money-making king of all varieties. Last year the Premier began ripening a week earlier than any other variety and continued to fruit for at least four weeks, and the last fruit was as good as the first. The Premier is a fine variety to use in fruiting other imperfect extra early varieties, on account of its long blooming season, being heavy laden with pollen. Many of the best judges of strawberries have passed on the Premier as being the best extra early strawberry they have ever seen. It must be sure a money-maker where a good extra early commercial variety is wanted. By all means, try a few plants this season.

Kevit's Wonder

Kevit's Wonder (Per).—This is a variety that we lost sight of for a few years. We had it growing in our nurseries several years ago and some way failed to set plants and run out of stock, but the past season we got it back again. This variety is well and favorably known as one of the very best for home use. Berry is very long in shape, the calx almost leaving the neck of the berry when ripe; size is large and quality very fine; flavor mild and a great favorite with most women and children. Is a strong, easy grower and will do well in nearly all sections as a home berry.

Pride of Somerset

Pride of Somerset (Per).—After fruiting this variety another season we find it growing in favor. It was among the very first to ripen in our fields the past season, and as to quality of fruit was among the very best. In quality it is not surpassed by anything, and we are recommending it to our most particular customers as our very best early table variety, while it is just as good as a long distant shipper, being just as firm as the Klondyke, and with us yields just about the same quantity of fruit. Size larger than Klondyke, about same color, oblong shaped with a beautiful calax, and makes a beautiful appearance after being picked and crated. Sold on our local market for three cents per quart above Klondyke. Don't fail to give this a trial.

Early Ozark

Early Ozark (Per).—Extra early, one of the largest sized extra early varieties, and a leader in a good many localities. As an extra early variety it is one of the surest croppers on the list, as it is a continuous bloomer, and if killed by late frost will continue to bloom and bear a full crop of fruit, color dark red to the center, very firm, has a sharp, stingy flavor that is liked by a great many. As to productiveness it is surpassed by very few. It has a record of picking sixty quarts of berries from sixty plants set at one picking. This record was made on our own grounds from our thoroughbred plants grown under hill system. The plants are tall and bushy, and, in fact, look more like bushes than plants when growing under good cultivation. One of our very best sellers.

Gibson

Gibson.—A perfect flowering variety; season early to late, commences with Dunlap and continues until quite late in season; this is a new variety here in the East; it has proven well in our trial grounds for past two years and we are recommending it to our customers. I describe it as follows: Very productive, fruit large and firm, quality fair to good.

Rockford, Ill., May 1, 1916.

Dear Mr. Townsend—The shipment of strawberry plants received in good order, they are a nice lot of plants—healthy and thrifty, and I am certainly well pleased. Accept my sincere thanks for all extras and the fine plants and fine count, best treatment I ever received, I shall remember you with my next order.

Respectfully, C. O. M.

Arcadia, Fla., December 12, 1915.

Townsend's Missionary sold for $1.00 per quart of strawberries at Arcadia, December 8th, at $1.00 per quart—these grew from plants bought of you last April. We are more than pleased with our plants from you, the variety was the Missionary.

Yours very truly, C. W. S.

P. S.—We want about 50,000 plants in February, can you supply us.

WORLD'S W

World's Wonder

World's Wonder (Per).—Introduced by us the past season and described as being the largest berry in the world. We still make this claim after fruiting it another season. The Agricultural Department at Washington had a man here in fruiting season who examined the berry and made photographs of it. The gentleman stated that it was by far the largest berry that he had seen. And we know of no one else who has ever seen the berry have not stated the same. The berry is not only large, but has other qualities, that are more in its favor, it is one of the very best flavored berries one ever ate. While we cannot say that it would stand the shipping that a smaller berry would it has a tough texture that greatly adds to its carrying qualities.

When it comes to productiveness it is almost in a class to itself. The size being in its favor as it takes such a few to fill a quart. In plant growth it looks more like bushes than plants; many of the leaves would measure four to five inches, with heavy, stalky plants. Makes plenty of plants, and seems to do well on variety of soils. We have a larger stock of plants this season and have cut our prices in half and ask all our customers to give the World's Wonder a trial.

Mollie, N. C.

Mr. E. W. Townsend.

Dear Sir—Please send me another catalogue if you have any on hand. I received the plants I ordered from you in fine shape and they are doing well. I expect to put in a large order with you next season. Hope you have good success.

Yours truly,

W. A. SUGGS.

Wm. Belt

Wm. Belt (Per).—Wm. Belt still grows in popularity. Each season brings us more orders than the past. We are kept continually increasing our acreage and then seldom have enough plants to supply the wants.

The very fine flavor of the Belt is the greatest point in its favor. While we have now several varieties that will equal this one they are not as well known as this and many of our customers take no chances when they are looking for a good table variety. Our stock is large this season and price is low.

Brandywine

Brandywine (Per). — Season late. Plants healthy and vigorous; produces a crop of large, handsome berries that usually sell well on all markets; is considered one of the very best shippers. The fact that it is the leader in the Southern Islands, the West Coast, and all tropical and semi-tropical sections, proves the carrying qualities.

The past season we almost sold out our stock before the season fairly opened to the Pacific Coast trade.

We have a much larger supply this season and hope to be able to serve all who send us their orders. Note our price is very low for guaranteed thoroughbred plants. Samples furnished free.

Cresson, Pa., May 9, 1916.

Dear Sir—Plants all arrived in good shape, well pleased.

Yours,

W. F. B.

SHERMAN

Sherman

Sherman (Per).—A new, perfect flowering variety offered in our catalogue for the first time last season. After fruiting it again we are more than pleased with its behavior. Season medium to late; size of fruit, extra large; cardinal red to the center, and without a doubt the finest flavored berry I ever ate. Not quite as productive as some, but every berry a shining beauty. Any one North, South, East or West, who is looking for quality and not quantity, get some of the Sherman plants. Our guarantee goes with every plant that it is as represented or money refunded. For the first time we can quote in 1,000 lots at a moderate price.

Late Jersey Giant

Late Jersey Giant (Per).—We fruited this variety the past season for the first time. While it is a splendid variety we were disappointed in its behavior with us; it was very similar to the Gandy, and we could not claim it to be any better variety. Some catalogues claim it to be much larger and more productive, with us it was about same both in size and productiveness. We have a very large stock of plants and shall be pleased to fill orders for any one wishing them.

Glen Mary

Glen Mary.—A late perfect flowering variety, but not suited to plants with imperfect flowering sorts, as it is deficient in pollen, except for its own use. Is a leader among the very best in nearly all sections of the country. Is one of our best sellers; fruit extra large, firm and of good quality. I could say hundreds of good things about Glen Mary, but the variety is known by almost everyone who will receive this book and it is taking space for nothing to say more.

Billy Sunday

Billy Sunday (Per).—An early to late variety originated by D. P. Yost, of Ohio, about seven years ago. Perhaps there is no revivalist in the country that is so well known as Billy Sunday. It is claimed by the originator that this variety is destined to become as popular in a few years as its namesake. Mr. Yost claims that the variety begins to ripen with the Warfield and lasts until sample gets well under way. Foliage is tall and large; fruiting stems long and hold fruit well off the ground. In form, flavor, color and size the type fruit is all that the public demands, and during the six years that it has been grown on Mr. Yost's farm he has sold his fruit at top notch prices and never has been able to supply the demand.

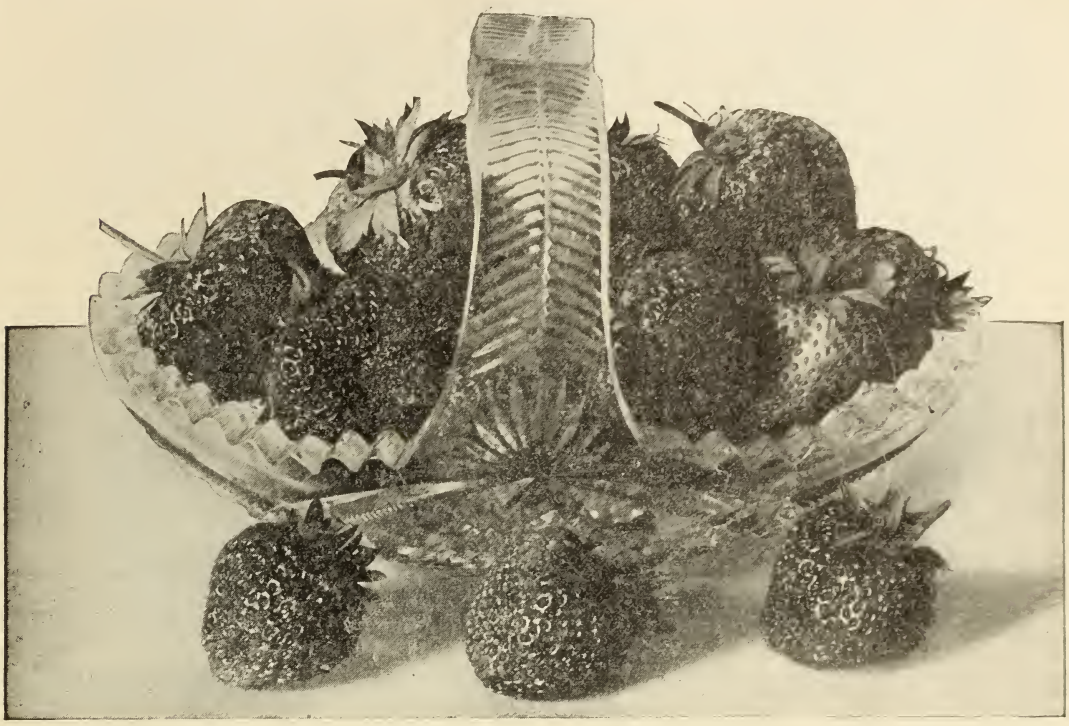
Billy Sunday will make an excellent mate for imperfect blooming varieties, owing to the long blooming season; this fact should not be overlooked. Not fruited here only on spring set plants, but we recommend it for trial in a small way.

Belle Terre Estate, Port Jefferson, May 5, 1916.

Plants arrived O. K. and are good strong plants we are very much pleased. We wish to thank you for your kind attention and prompt delivery. And promise you that when we need more plants you will get the order.

Very truly yours,

R. P. Supt.



FORD

Ford

Ford (Per).—Since fruiting the Ford another season we are more than ever pleased with it. And honestly believe that its place is on the front page of the catalogue. In the very small plot which we had to fruit I never saw finer fruit produced than were growing on these vines. There was plenty of it that seemed to be just the right size. Berries were uniform in size and color, laying in piles. We did not allow these berries to be picked for several days after they began to ripen and when they were picked you could pick a quart without ever moving from your tracks, and every berry was firm. We shipped a crate to our New York commission man who stated that he never saw a crate of berries arrive in better condition. His remarks were that they were as sound as marbles and brought the very top price that day.

In plant growth it cannot be beat, and I do not believe the time is far off when the FORD strawberry will be as well-known as the FORD car. This is saying a great deal. But the merits of this variety warrant this belief. We have grown something like 50,000 plants of this variety this season and ask our customers to give it a trial on our liberal guarantee.

Nic Ohmer

Nic Ohmer (Per) sometimes called Ne Koma.—One of the most popular old standards in the South, also popular on the West Coast; season late; fruit large, firm and of the very best quality; very productive and a general favorite wherever grown. It takes several hundred thousand to supply our customers on the West Coast with this variety each season. Last year we run short and could not fill all orders, but this time we think we are loaded and are asking to be favored again with orders for this variety. We have not only grown a good stock for our customers, but we have cut the price this season and promise plants of unusual quality. Samples furnished FREE.

Finest Plants He Ever Saw

Wind Gap, Pa., December 20, 1915.

Dear Sir—Your catalogue received today. Just what I have been looking for, and I want to say that the plants I purchased from you in 1914, were the finest plants I or any one else in this section ever saw, and were the heaviest bearers. We want more plants this season.

Very truly yours, G. R. A.

Price List of the various varieties of Strawberry Plants will be found on the two center pages of this book.

QUEEN

Queen

Queen (Per).—One of our new seedlings, introduced 1916, and while we shall give no lengthy description at this time will say that it has shown sufficient merits to be tested by all berry growers North or South. Season late, to very late. Fruit large and firm and good quality; very productive; makes exceedingly large plants that send up as many as four to six crowns to the plant; blossoms are very large and full of pollen, which makes it an ideal berry for planting with late, imperfect sorts. We sent out quite a few plants the past season for testing purposes, and expect to hear good results from it. Do not forget to add this to your trial bed this season.

Francis Willard

Francis Willard (Per).—Season late. Fine plant-maker and a grower of large, perfect shaped berries that are firm and good quality. We have only fruited it one year and think it worthy of a further trial. Comes to us very highly recommended as a commercial variety.

Sample

Sample (Imp).—One of the most popular late varieties for the north. We have had the Sample for several years, and while there has been a great many late varieties introduced since the Sample, our orders become heavier each year, and we find that it is seldom that enough plants are grown to fill all orders for this variety.

One thing the Sample needs and that is a good mate, as it is imperfect blossom. We recommend Joe Johnson, Aroma or Rewastico. The Sample is too well-known to need a further description; will add that it is large size, firm, bright red all over and quality fine.

Bubach

Bubach (Imp).—One of the very oldest varieties now on the list, which goes to show that it possesses considerable merit. We have never recommended Bubach for the South, but for the North it certainly is hard to beat. And every season proves to be one of our very best sellers. We are asked many times during the shipping season which is the best, perfect variety to set with Bubach. We have recommended several times Joe Johnson, or Aroma, or both, and we find that our customers have got some very fine yields when fruiting in this way:

Set one or two rows of Joe Johnson, then four rows Bubach, then two rows Aroma, and so on across the patch.

We have grown a fine stock of Bubach plants this season, strictly thoroughbred grown on new land and will be pleased to have your orders as we feel sure that our prices are as low as you can buy good plants for and better plants cannot be grown.

Desota, County, Fla.

E. W. Townsend,
Salisbury, Md.

Dear Sir—The 16,000 Missionary plants arrived in fine shape, and as fine a lot of plants as I ever saw. You certainly give a fellow a good count. Every bunch has from one to three plants over. I don't believe I will lose 50 plants out of the lot. Please mail one of your catalogues to my neighbor, Mr. L. R. Sealey. He wants some of your plants right away. Yours truly,

W. S. SHELTON.

CHESAPEAKE
Copyright 1913, E. W. Townsend

MISSIONARY
Copyright 1913, E. W. Townsend

Missionary

Missionary (Per). — The grand early variety still continues to be the leader in the Southern States as the leading commercial variety. And needs no description for our Southern friends.

While we have several new and promising varieties that we are introducing to our Southern friends this season we feel that it will be a long time before the growing of the Missionary is altogether discontinued. The Missionary is especially adapted for hill culture when grown in this way is large, firm, good quality and productive. It has proven for the South what the Dunlap has proven for the North, being a variety easy to grow and adapted to nearly all soils.

We have always been proud of the fact that we had the honor to introduce this grand, old variety to our Florida friends, and will add that it has been the cause of making us thousands of satisfied customers in that State. We grow each season from 20 to 30 acres of this variety alone and seldom have enough plants to furnish our customers.

This season we estimate our crop of Missionary at 7,000,000 plants, and the way that we are booking orders at this date, September 15th, we doubt that we will have very many plants left. We are able to offer this season the best quality Missionary plants that we have ever grown. Our entire stock being grown on new land where strawberries never were grown before. And many acres are growing among the stumps in land that was cleared from brush the past winter. We guarantee you that every plant is pure Missionary, with the highest fruiting quality and that they are more productive than plants that are grown by any other grower in the world. Our strain of Missionary having been selected from year to year for the past ten years. No unfruitful plants are allowed to be set in our propagating beds. Every plant must be fruitful or it is thrown out. No other concern can boast this fact and tell the truth.

Owing to our favorable growing season we are able to offer our Missionary plants at a lower price than formerly and trust that our mony Southern friends will appreciate the favor by letting us have their orders as early as possible. We ask each and every one of our customers who receive our catalog regular to kindly set down and write us just as soon as they receive this book and tell us how many plants they will need. Their order will be noted and plants held for them. This will give us an idea whether we will need to do any further advertising in order to sell our stock, and probably save us money and assure you of getting the plants that you will need. We are constantly working for your interest, and we hope that you will do this much for us. Remember, that our plants are all on high, new land this season and can be shipped any time this winter that the ground is not frozen.

Another One Pledeas

Lakeland, Fla.

Mr. E. W. Townsend.

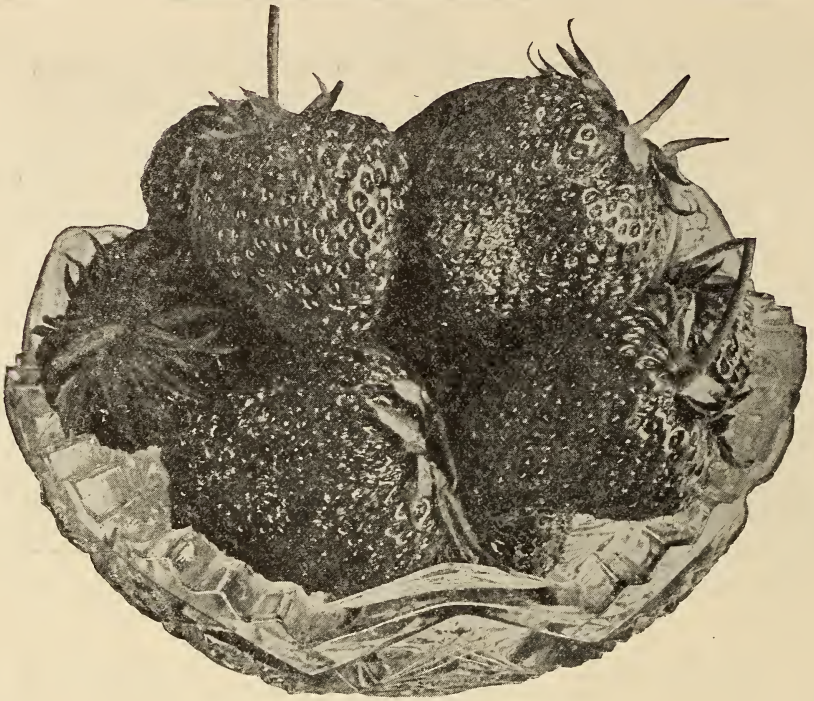
Dear Sir—I received the strawberry plants O. K. Strictly fine; fine count; I am well pleased. Looking well in the patch.

T. S. STROM.

Pleasant Lake, Mass., April 27, 1916.

E. W. T., Dear Sir—The strawberry plants arrived on the 15th in good condition. I thank you for your promptness, good count and excellent plants. , Respectfully,

C. P. M.



BALTIMORE

Baltimore

Baltimore—The Baltimore is the same season as Aroma, and picks a long season; fruit is large and firm and good quality, good plant-maker, holds fruit well off the ground and is easily picked. See illustration on page. Wihle I believe that the Baltimore is making good everywhere I can truly recommend it to my Northern customers, or any one looking for a large fancy variety for either home or commercial purposes.

GOLD PRIZE OFFER

GOLD PRIZE OFFER.—Special to Boys and Girls—$10.00 in gold to the boy or girl who sends us the best report on a patch of ever-bearing strawberries grown from plants purchased from us. There are no strings to this offer, simply buy what plants you can afford—from 100 up—send in your report after November 1st, 1917. Rewards will be made for the greatest number of quarts picked and based on 100 plants.

Five dollars in gold will be awarded for the best photograph of the patch of ever-bearing strawberry plants grown from Townsend's plants (we would prefer your own picture taken with the little patch).

Just state when sending in your order that you are entering contest.

As a special favor to the boys and girls who enter this contest we will send the plants prepaid at catalogue price.

Boys, remember that the above offer is made in order that we help you. Not you help us. Townsend's plants sell themselves on their merits. We do not offer premiums in order to sell our plants. And we advise you to be shy of the fellow who does offer you something for nothing, or someone who is selling jewelry, lead pencils and strawberry plants together. We are only offering you the best plants that you can buy at a lower rate than you can buy them elsewhere at, and give you a chance in order to encourage you to win a small REWARD. That's all.

HELP YOU TO SELECT THE PROFITABLE VARIETIES.

Hundreds of my customers leave the selection of the varieties to me. This work is all done by me personally. And I am proud to say that I seldom fail to give entire satisfaction when an order is sent to me with these instructions. When sending your order for me to use my best judgment just mention what season you wish varieties to ripen in, how many of each season, whether for home use, local market or for distant shipment. I guarantee to please you.

Chester County, Pa.

Mr. E. W. Townsend.

Dear Sir—You need not return money for the substitution in plants. They are O. K. and perfectly satisfactory. Whenever I want plants I will send to you for them. I was always well pleased with your plants.

Very respectfully,

D. L. HUNSBERGER.

JOE JOHNSON

Introduced by E. W. Townsend, 1914. The Berry With a Record.

Joe Johnson

Joe Johnson.—A perfect flowering variety; season medium late. I offered this variety in my 1914 Catalog for the first time and advised my customers to give it a trial on my guarantee to please or refund the price. At this writing I am more than ever pleased with the Joe Johnson berry, or Big Joe, as it is known by some growers. The Joe was the most sought for berry at our loading station the past season, and brought fancy prices the season through. We sold here the first of our crop of the Joe at $4.75 per crate, and the last picking at $2.80; this was for thirty two-quart size at the loading station. I had one grower to tell me after the shipping season that every Joe Johnson plant in his field netted him more than 15c. each. Think of it; over one quart of fruit from a single plant grown in a matted row; this not for a single plant, but the average was more than this for the crop, and that the fruit from this very prolific patch brought at all times the very highest prices paid for any variety. We have found here that the Chesapeake and the Gandy were usually our best sellers at the stations, but the past season the Joe led them both in price for many days. I do not believe that there has been enough plants grown to supply the demand of this variety this season, even if every plant grower would charge twice the usual price for them. I could print a book the size of this if I were to write all the good things I have seen and heard about this wonderful berry, but I will not make the description long, and, say, if you have not tried the Joe Johnson yet, try it now.

The average size of Joe is about 24 to 30 to the quart, but I have seen quart baskets that were filled piling full with nine berries. The quality of the fruit is very fine, and moderately firm and, in fact, is the best shipping berry of its size I have yet seen. It is a well known fact that extra large berries do not carry as well as the smaller size in most cases. We have made our price very low and consider that we could get a larger profit for the fruit than we will get for the plants, at our low price, but we are growing the plants for our customer, not for fruit, and ask you to take advantage of the same by sending in your order as early as possible. Last season the orders had to be returned

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Langs Horn, Pa., May 13, 1916.
Dear Sir—The strawberry plants arrived and are very nice plants, much better than we have been used to getting. Mrs. H. A. T.

unfilled by the wholesale. We will sell our entire stock at price quoted, but should we have to go out and buy will have to charge market price.

The above is our last year's description of the Joe, and I wish to add that again it was the best paying variety at our station. Truly a remarkable variety. Come to stay.

Our Plants Always Satisfy

Waterloo, Iowa, December 27, 1915.

Dear Sir—The plants that you sent me last Spring arrived in fine shape, they were all good plants. I send for plants every year, but never got any plants that were as good as yours. Every plant grew fine. I thank you very much for your services. Respectfully,

Mr. Geo. K.

OUR HARDY PLANTS CARRY ACROSS THE COUNTRY EVEN IN JUNE, AND EVERY PLANT GROWS.

Tower City, N. D., July 20, 1916.

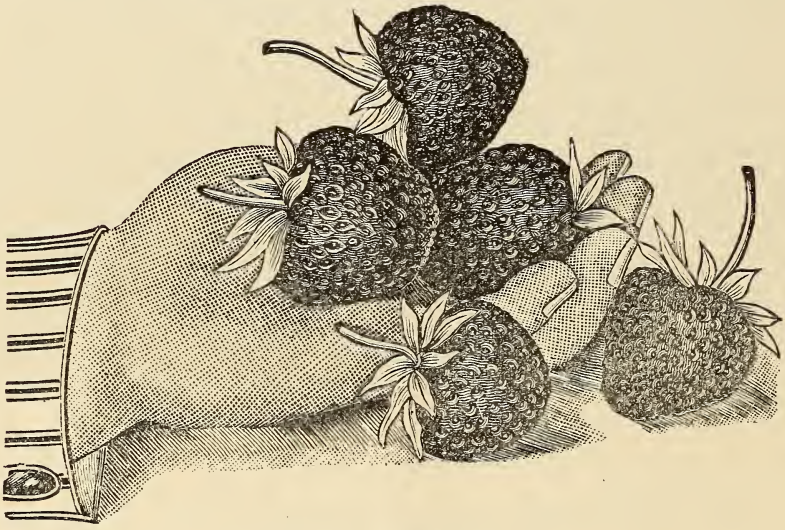
Mr. E. W. Townsend,
Salisbury, Md.

Dear Sir—Possibly you will be interested to hear in regard to the ever-bearing strawberry plants that you sent me last month. The plants arrived on the 11th of June in fine condition (ten best manner.

The remarkable part is that they are all in blossom, and some of the plants have fruit already. Considering the fact that the plants were shipped so far and so late in the season, and then being on the road ten days, it is really remarkable.

This is indeed quite a compliment to you. Demonstrating we think that you have fine hardy plants. It is possible that we shall wish quite a few plants next season, and shall certainly keep you in mind. Yours very truly,

E. F. M.



A Handful of Excelsior

Klondyke

Klondyke (Per).—Taking the country over, the Klondye, is probably the most largely grown variety. It is used as the leading mid-season variety, although the South, and the Northern States use it for the main early variety. It is one of the very best shippers, ranking with the Missionary, in this respect, and will nearly always bring a premium over any other variety, the Klondyke is a vigorous grower, and is adapted to a wide variety of soils.

The large associations of the Southwest are planting Klondyke for their main crop. Through Maryland and Delaware the largest berry sections in the world, Klondyke is considered the leader for long distant shipments. Here in Maryland there is but few days difference in the ripening of the Missionary and the Klondyke, the Klondyke being a few days later. But in the South the Klondyke is several weeks later than Missionary (Florida). We grow about same amount of plants of both varieties, and have all Klondyke plants on new land, also healthy strong and guaranteed productive.

(See testimonials as to big yields.)

Rewastico

Rewastico (Per).—Late in season, large size, firm, good quality, and a good productive variety; in plant growth it is ideal in every respect. We do not know what the variety is doing elsewhere, but it is surely a good one here. Mr. Allen claims that it is the only real competitor that the Chesapeake has. We think it a better variety in many respects than the Chesapeake. We had a good, large acreage in Rewastico for fruit the past season and we were delighted with our results. We shall continue to plant it and recommend it to our friends.

BEST HE EVER SAW

Sanford, Fla.

Mr. E. W. Townsend,

Dear Sir—Enclose please find another order for plants. The Missionary and Klondyke I got from you are all growing fine, and are the best lot I ever saw. I assure you I appreciate your kindness enough to give you all my future business.

Yours truly, O. W. B.

Note—I assure you, Mr. Wiggins, that your business has been appreciated, and that I shall continue to do my best to please both you and your friends.—E. W. T.

Townsend's Late Champion

Townsend's Late Champion (Per). — Introduced by us several years ago and while we never gave it any boastful advertising it has steadily grown on its merits, until now it is almost as well known as any of the late varieties. Some of the largest growing sections of the country planted this variety more largely than any other the past season. Bridgeville, Del., growers are discarding many of their old-time favorites for this one. In talking to a government expert who made a tour of the country this year in search of the best varieties of small fruits stated to me after visiting Bridgeville, the past season, that the Townsend was the best berry that he saw at Bridgeville. Now this is without doubt the greatest strawberry section of the country, and the growers are up-to-date in the varieties, growing, marketing, etc., and when a variety can take the position among such growers it surely has merit worth while. We describe it as follows:

Season just ahead of the Gandy; is a strong, hardy grower, making plenty of strong, deep-rooted plants; will stand more dry weather than most late varieties; fruit large to extra large; firm, and with fine aromatic flavor; color bright red to the center.

We have received letters advising us that $750 had been made from one acre. Buy your plants from the originators.

Magic Gem

Magic Gem (Per).—A mid-season to late variety, originated by Edw. Vance, of Idaho. This variety has been grown several years by the originator in a large, commercial way. Owing to the large size, quality and its long fruiting season, Mr. Vance has been able to control the local market for a long time and until recently has refused to sell any plants at any price. We consider our friends lucky to be able to secure this wonderful variety.

We purchased a small stock of plants from the R. M. Kellogg Co., the introducers, the past season and they have made a fine growth. We let some of the plants fruit and the berries were really perfect gems, and we think that the name is appropriate to the berry. We recommend it for trial.

Early Jersey Giant

Early Jersey Giant (Per).—One of Van Fleets' introductions, ripens early, very large, firm and of good quality, color scarlet crimson, shape is slightly pointed. Exceedingly showy and attractive. A good, strong, grower and heavy yielder. One of our best sellers the past season, and we hear a good many extra good reports from it. We recommend it for trial.

Dearbon County, Ind.

Mr. Townsend.

Dear Sir—I received the plants O. K. Thanks for good plants and good count and splendid packing.

CHAS. KETCHAM.

MASCOT

Aroma

Aroma (Per).—A medium to late old standard variety that has proven itself in nearly all sections of the country. Always in demand wherever strawberries are grown. The past season we had more calls than ever for it from the South. It is also grown largely on the East Coast and is the leader in the Middle States.

Foliage dark green and a good, strong grower. Fruit rich in color, very large and firm; flavor the very best; very productive, and a sure winne reverywhere. We grow each season a very large acreage in plants as we furnish several large associations who will have nothing as their late variety but Aroma. This season we have something like 3,000,000 plants strictly up to TOWNSEND STANDARD. Ask for special prices on large lots.

Amanda

Amanda (Per).—Extra large in size; a heavy cropper. Fruit moderately firm, and of good quality. Is a favorite with market gardners who are looking for large, fancy berries for local markets.

Tulsa, Okla., March 17, 1916.

Dear Sir—The Superb plants ordered from you are doing fine, every plant growing, please accept our thanks. Yours respectfully.

A. G.

Upwards of 7,000,000 Missionary Plants, All On New Ground. This Means QUALITY and QUANTITY For Our Customers

MISSIONARY, is truly the leading strawberry of the South, especially FLORIDA. It is not only recommended by the growers of the South, but the government authorities, and the largest berry dealers everywhere recommend the Missionary, as being the BEST early strawberry. While the Missionary is probably at its best in Florida, we have yet to hear from any section of the United States where it has been tried that there has been a single complaint.

We consider ourselves fortunate of being the introducers of this grand variety, and we contribute a very large share of our extensive plant business in the South to this fact. The Missionary had become well known to the Florida growers before plant growers throughout the country could get hold of the plants for propagation purposes, we therefore held a monopoly on this variety for quite awhile. Some so-called nurserymen found that there was a great demand for the plants before they could get a stock of them and sold spurious varieties of the Missionary. While this worked a great hardship on the growers who bought the fake plants, it nevertheless was in our favor in the end, and has caused hundreds of Florida growers to buy their stock of us only for many years. The Missionary is a rapid plant grower, and we have always held the price down even from the beginning. We have never charged our customers over $2.50 per 1,000 plants, and in large lots have sold them much lower.

It takes from twenty-five to thirty acres of plants each season to supply our trade, and then sometimes we run short. We estimate this season's crop at seven millions of plants. Every plant grown on new ground. This insures our customers of getting a high grade of plants this season. We do not believe that there is a mixed plant in this lot, and the plants will be unusually strong and healthy. There is no variety that we try harder to keep up to the very top notch in productiveness, and we hope that all our old customers will show their appreciation by again favoring us with their orders. All our Klondyke and Missionary plants are grown on this high, new ground land, and can be dug any time this winter when the ground is not frozen, and it is very seldom that this new land is frozen any length of time. This fact means also a great deal to our customers.

Strawberries For Eight Months

We have not only had them for our own table, but the people of our city have been kept well supplied with them daily, fresh from the vines. Our berry fields have been a show ground for the surrounding country for several years. Lots of our brainiest folks had to come out and look and taste for themselves before they could believe such a thing possible as strawberries growing from May 1st until November 15th. And the same year that plants were set.

But yes, it is all true. And any of our folks can do as well as we do. Many of our customers write us that they have picked nice berries from their vines after they had been covered with snow. We have seen the photographs, taken with the snow on the ground, showing the ripe, red berries on the plants. Can anything be nicer than to have this, God's best fruit, fresh for your table every day for so long a time and at so small a cost?

At the prices you can buy the plants at now they will not cost you one cent per quart. And the pleasure in growing and watching them more than pays for any expense.

Do You Know

That you are not treating your children fairly if you do not grow fall-bearing strawberries I am headquarters for the fall-bearing sorts, one of the oldest and largest growers of them in the United States. If you want nothing else from this catalog, let me send you my family collection—500 plants that will bear fruit almost continuously from early spring until late in the fall, all for $4.00 prepaid to you. This is one of my best offers and one that is pleasing my customers.

Five hundred fall-bearing plants for $4.00.

A Wonderful Pleasure to Me.

It would be a wonderful pleasure to me to meet every **friend and customer** face to for me to grow. I put my whole time in face and have a hearty handshake and talk the business over in our own way. This will hardly be possible on earth. But our dear old friend, Uncle Sam, has provided a way by his messenger that we are not very far apart and we can tell each other our troubles and our wants and we are only neighbors after all.

Please do not forget to send in the names of your friends, that they may receive a copy of this book free.

I will appreciate also a photograph of your berry field, showing Townsend's Thoroughbred plants.

I also wish to hear from every little boy and girl that received my offer of the past season. Also their photographs. The best letter with photo will receive 1,000 fall bearing plants free. This will mean a small fortune to any boy or girl in a few years.

Kathleen, Fla.

E. W. Townsend, Salisbury, Md.:

Dear Sir—My Joe Johnson plants are doing fine. Hope to be able to hand you a lot of business this fall and spring.

Yours, W. H. GREEN.

OUR FLOWER GARDEN

We Grow Dahlias Especially For Our Lady Customers.

This season we have added 86 new and standard varieties to our already long list of Dahlias, and without fear of contradiction will say that we have the largest assortment of Dahlias of any grower in the country. In order to furnish these Dahlias as cheaply as possible to our Lady Friends we are furnishing the bulbs this season only in **mixed selections.** Storing Dahlia roots in large quantities, and keeping them separated is more of a job than one might think, and should we sell a Lady Friend a red dahlia, and send her a white or yellow one we would be sure to get into trouble. Now in our selections we are not promising any special colors or styles. We are going to mix our entire lot as thoroughly as possible, just the way they look the best in the flower plot growing, and we feel sure that everyone will be better pleased than if they had made their own selection by names. Even in a dozen bulbs you will be likely to get at least ten varieties and colors, and you will get them at least one half cheaper in this way.

Any lady not pleased with the selection can have her money back any time. At this writing, October 1st, we would be more than pleased to have each of our customers take a look at our beautiful Dahlia Garden, it is now in its height, plants standing from three and a half to five feet high, completely covered with blooms of every shade in the rainbow.

We allow our Dahlias to commence blooming about July 1st and they bloom continually until frost. We know of no other flower that is as popular as the Dahlia and for this reason are giving a good growing space to this flower. Dahlia bulbs can be sent by parcel post or express separately or packed in with your plants.

Prices as follows, and remember every order guaranteed to please you or your money back any day.

Price each 10 cents; 6, 40 cents; 12, 60 cents; 18, 75 cents; 24, $1.00; 50, $1.75; 100, $3.00.

If bulbs are to go by parcel post add two cents for each bulb. If postage remitted is in excess we will add more bulbs to the order. In no case will you have to pay more than the postage charges.

We make this offer—Any lady sending us the photograph of a lot of Dahlias purchased from us any time during the summer or fall up to Octobber 1, 1917, will receive 50 selected bulbs free, and the one sending us the best photograph, together with their own photo, we will give free 200 of our very best selections.

Remember that strawberry plants or other roots may be shipped along with the dahlia bulbs and may be sent by express very cheap.

When sending in your orders kindly write us what varieties of fruits and flowers that you are mostly interested in, and if we are not growing them will add them to our list as it is our desire to grow what we think will please our friends most and that which will be of the most pleasure and profit to them.

Also please remember that we give Free plants and bulbs for the names of your friends who are really interested in our plants.

Send the names only of heads of families. Please send only the names of those that you think will be most likely to buy plants, as it costs us money to mail our books.

How to Care For A Bed of Ever-Bearing Plants

Prepare your ground same as for any other strawberry plant; set them out the same way, hoe and cultivate the same; pinch off all the blossoms that appear for the first month and then let them grow, and you will have all the berries you want by July first, and from then on until the ground freezes hard. The second year crop, after your berries are through fruiting in the fall, the first season cover with coarse barnyard manure, or straw, leaving the manure or straw on the beds, and let the plants push through it in the early spring; cultivate two or three times in early spring before the berries are ripe, and continue this frequent cultivation all through the summer and fall the second year, as this keeps up the moisture and causes larger and more fruit.

Growing strawberries is a pleasant and profitable position, in fact the most profitable of any business I know of when carried out in the proper way. And the business needs all the thought, care and attention that can be given it, to make it the success that it deserves. I have received letters from my friends saying that they had made as high as $1,000 per acre clear profit in a season from their berry fields. I have even done as well myself a few times, and it is not unusual to get $400 to $500 from an acre when the best **thoroughbred plants** are used.

The beauty is that there is always a demand for **big, red berries.**

Number of Plants Required To Set One Acre.

18 inches by 3	feet	9,680	plants
18 inches by 3½	feet	8,297	plants
24 inches by 3½	feet	7,260	plants
24 inches by 3½	feet	6,222	plants
24 inches by 4	feet	5,445	plants
30 inches by 3½	feet	4,978	plants
36 inches by 3½	feet	4,148	plants
36 inches by 4	feet	3,630	plants
48 inches by 4	feet	2,722	plants
48 inches by 6	feet	1,815	plants
48 inches by 7	feet	1,555	plants

Price List of Townsend's Thoroughbred Strawberry Plants for 1916-1917

Ths Price List Supercedes All Former Prices.

	1,000
Extra Early.	
Kellogg's Premier (Per)	$ 5.00
MATTHEWS (Per)	5.00
Uncle Sam (Per)	5.00
Pride of Somerset (Per)	3.00
Early Ozark (Per)	3.00
Excelsior (Per)	2.50
St. Louis (Per)	2.50
Climax (Per)	3.00
Michel's Early (Per)	2.00
Early Market (Per)	2.00
Ewell's Early (Per)	2.00
Long Fellow (Per)	3.00
Myrtle Merrill (Per)	2.00
Virginia (Imp)	3.00
Early Giant (Per)	3.00
Superior (Per)	3.00
Early.	
Lady Corneillie (Per)	3.00
MISSIONARY (Per)	2.50
Billy Sunday (Per)	5.00
Heritage (Per)	3.00
Bederwood (Per)	3.00
Tenn Prolific (Per)	2.50
Crescent (Imp)	3.00
Wolverton (Per)	3.00
Warfield (Imp)	2.00
Early Queen (Per)	3.00
Early Jersey Gt. (Per)	3.00
Francis Willard (Per)	5.00
First Prize (Per)	5.00
Fairfield (Per)	2.00
Lady Townsend (Per)	3.00
Lower's Favorite	5.00
Monroe (Per)	5.00
Pearl (Per)	5.00
Sweetheart (Per)	2.00
Success (Per)	3.00
Twilley (Per)	3.00
SEN DUNLAP (Per)	2.00
Early Woodrow (Per)	5.00
Medium.	
KLONDYKE (Per)	2.50
DR. BURRELL (Per)	5.00
Magic Gem (Per)	5.00
Lady Thompson	2.50
Bubach (Imp)	2.50
Ernest (Imp)	2.50
Ekey (Per)	2.50
Gibson (Per)	2.50
Gov. Vansant (Per)	2.50
Haverland (Imp)	2.50
Helen Davis (Per)	2.00
Hub	5.00
McALPINE (Per)	5.00
New York (Uncle Jim)	3.00
Norwood (Per)	5.00
Sherman (Per)	5.00
Parson's Beauty (Per)	3.00
Paul Jones (Imp)	3.00
Three W's (Per)	3.00
Warren (Per)	5.00
Winner (Per)	3.00
Wm. Belt (Per)	3.00
BALTIMORE (Per)	5.00
Wilson (Imp)	3.00
Marshall (Per)	4.00
Barkley (Per)	3.00
First Quality (Per)	3.00
Sharpless (Per)	3.00
Son's Prolific (Per)	3.00
Kevitt's Wonder (Per)	10.00
Medium To Late.	
Townsend Late (Per)	3.00
JOE JOHNSON (Big Joe) (Per)	4.00
Kellogg Prize (Imp)	3.00
Aroma (Per)	2.50
Amanda (Per)	4.00
Queen (Per)	5.00
Brandywine (Per)	3.00
Bradley (Per)	3.00
Chesapeake (Per)	4.00
Enormous (Per)	3.00
Fendall (Imp)	3.00
Francis Willard (Per)	3.00
FORD (Per)	5.00
Glen Mary (Per)	3.00
NIC-OHMER (Per)	3.00
Sample (Imp)	3.00
World's Wonder (Per)	10.00
Edmund Wilson (Per)	5.00
Hustler (Per)	5.00
Very Latest.	
GANDY (Per)	2.50
Mascot (Per)	2.50
Great Scott (Per)	4.00
Late Jersey Giant (Per)	4.00
July (Per)	4.00
Orem (Per)	4.00
Rewastico (Per)	2.50
Ryckman (Per)	3.00
Stevens Late Ch. (Per)	2.50
Mixed Plant	1.50
Ever-Bearing.	
Progressive	6.00
Superb	6.00
King Autumn	12.00
Americus	12.00
Francis	12.00
Onward, Forward, Advance	12.00

On all orders of 5,000 plants or over a discount of 10 per cent. will be allowed from prices quoted. Ad—E. W. Townsend, Salisbury, Md.

Prices of Strawberry Plants In Lesser Quantities Than 1,000

Varieties priced at $2.50 per 1,000, in lesser quantities as follows:

25 plants	$ .25
50 plants	.35
75 plants	.45
100 plants	.55
250 plants	1.00
500 plants	1.50

Varieties priced at $3.00 per 1,000; in lesser quantities as follows:

25 plants	$ .30
50 plants	.40
75 plants	.50
100 plants	.60
250 plants	1.15
500 plants	1.75

Varieties priced at $10.00 and $12.00 per 1,000; in lesser quantities as follows:

25 plants	$ .85
50 plants	1.25
75 plants	1.65
100 plants	2.00
250 plants	3.50
500 plants	6.00

Varieties priced at $6.00 per 1,000; in lesser quantities as follows:

25 plants	$ .50
50 plants	.60
75 plants	.80
100 plants	1.00
250 plants	2.00
500 plants	3.00

Varieties priced at $4.00 per 1,000; in lesser quantities as follows:

25 plants	$ .35
50 plants	.50
75 plants	.65
100 plants	.80
250 plants	1.35
500 plants	2.25

Varieties priced at $5.00 per 1,000; in lesser quantities as follows:

25 plants	$ .40
50 plants	.60
75 plants	.75
100 plants	1.00
250 plants	1.75
500 plants	2.75

PLANTS BY PARCEL POST.

We have made a number of calculations on plants by parcel post and are making our customers a flat rate as follows:

Customers living within 150 miles of Salisbury, Md., add 12c per 100 plants.

Customers living within 250 miles of Salisbury, Md., add 15c per 100 plants.

Customers living within 500 miles of Salisbury, Md., add 20c per 100 plants.

Customers living over 500 miles from Salisbury, Md., add 25c per 100 plants.

500 plants to go 500 miles will go cheaper by express, and when plants go by express or freight you always pay agent at destination. And when convenient we recommend express as the safest, and usually the cheapest way of transportation. Make all orders payable to E. W. Townsend, Salisbury, Md.

NOTHING BUT THOROUGHBRED PLANTS FOR HIM.

I have tried strawberry plants from most every section of our State, writes one of our Tennessee customers, and have never found any to grow the fruit like your Thoroughbreds do. I am willing to pay a little extra and get a good deal better plant. Nothing else but Thoroughbred plants for me. This customer grows from fifty to one hundred acres each season, and is an old-fashioned grower.

WHY OUR PLANTS ARE EXTRA LARGE AND HAVE SUCH A LONG, FIBROUS ROOT SYSTEM.

First, they are bred from selected stock that has all the power possible to bring forth a well-developed offspring. Our soil is deep, loose and fertile; the roots penetrate deep in the loose soil; the looseness of the soil causes the roots to spread and causes a great fibrous root system to build up; the plants are easily dug from a soil of this kind and the wonderful root system remains intact until they reach their journey's end. The moisture from the Atlantic keeps the plants free from disease, the long season gives them ample time to build up a wonderful system. The air is always moist on the Eastern Shore of Maryland. We do not suffer nearly as much by drought as they do inland a hundred miles. We are directly between the Atlantic Ocean and the Chesapeake Bay.

It is hard to find a section of the country where my plants are not being grown. If you have never tried Townsend's Thoroughbreds write me. I will give you the names of parties near you who have been to see my plants in fruiting season. This would be the best advertising I could name. I could refer you to many of the largest association managers in the United States who could show you fields after fields.

We Want To Help The Young Folks, Too.

TWO BOYS.—I have two boys, one eighteen years, and one ten years old, both interested in strawberry and nursery business. The boy of eighteen has really more knowledge about the strawberry (and is really an expert) than the average grower of forty.

The little fellow of ten has his own berry patch and is a hard worker in it during his vacation. We sometimes tell him that he works his patch so often it does not have time to grow. This little fellow is struck most on the ever-bearing varieties; he states that they work for him, giving him all the berries he can eat while he is working for them.

We expect in the course of time that many of our customers now will read the catalogues written by these boys.

We assure you that it is our hope that they will, and that they may carry out our plans for honesty and a square deal to every one, and hand it down to their generation without a blot.

We shall ever be ready to help that boy of yours in any way to get a start in fruit growing. Write us, boys, we can put you in harness this season and have you feel as big as anyone in a short time.

NOTE.—Boys and Girls—Write us for special quotations on orders for 1,000 or more. It is very often the case that late in the season we have a large surplus on some varieties and these may be just what you want. In this case we could make you a reduction that you would probably appreciate enough to make the start.

DO YOUR NEIGHBOR A KINDNESS.

Townsend's Catalog, while never as large as some growers send out, is read every season and then filed for future reference by the leading berry growers of the world. It is in demand by the leading horticultural societies. The agricultural experiment stations apply for two copies at least every year. It is intended that this book shall contain nothing but facts. and to meet the need of every berry grower. Your neighbor would appreciate a copy if they are not already receiving same It might be the means of starting them on the road to success, as it certainly has many a poor fellow. If you will send the names of your neighbors to me I will do the rest. A little deed of kindness, be it ever so little, has helped many a man to reach the goal. I thank you for your order, also the names of your friends.

A Few Testimonials From Some Of Our Satisfied Customers

Hanover, Pa., April 21, 1916.

E. W. T., Dear Sir—Received my plants in fine condition on the 19th, all fine plants. If I need any more plants I know where to send, your plants have the finest root system I have ever seen on plants.

I remain yours truly, E. J. W.

Allegany County, N. Y.

E. W. Townsend,
Salisbury, Md.

I received my order of plants yesterday in good condition and was very much pleased with them.

Yours truly,
C. A. BELLANY.

Ft. Smith, Ark.

Mr. Townsend.

Dear Sir—I received your plants. They were the best I ever saw. They were packed so nice, but I didn't order enough plants, so I want a few more. I will be glad if you will put in the premium plants that you give to new customers. My order number was 4,608. I thank you for that order. J. W. MASSEY.

Polk Co., Fla.

E. W. Townsend,
Salisbury, Md.

Dear Sir—Your plants are entirely satisfactory here. Best plants that come in this section.

Yours truly,
C. H. CHESTNUT.

Decatur, Tenn., February 10, 1916.

Mr. E. W. T., Dear Sir—In regard to those plants I have been buying from you, will say without hesitation they were the finest plants I ever bought, and bore the finest fruit I ever saw. If you will remember I have bought of you twice, both lots were fine and just the same. I want to say that you are the Honest nurseyman that you claim to be; and have my very best wishes. I shall always recommend you to my neighbors and friends when I have a chance.

Yours truly, Mr. R. T. S.

Oysterville, Mass.

Dear Mr. Townsend,

Strawberry plants arrived O. K.; very satisfactory. Thanks for prompt shipment.

Respectfully, W. L. L.

Sussex County, Del.

E. W. Townsend.

Dear Sir—I want to tell you about the plants I bought of you two years ago. When I took the Townsend Late to the station it caused a sensation. People went wild. The buyer was John Vandenburg. He said it was the prettiest berry he ever saw. People came to my patch by the car load (automobile), to see them on the vines. If you have sold plants to all that said they were going to buy of you. You have sold thousands around here. It was the very best advertisement Townsend Late could have had.

JOHN A. HANDLY.

Bettendorf, Iowa, April 20, 1916.

Dear Sir—Inclosed find money order for more plants. I thought that I would set balance of my own plants but your stock is so much better than mine that I have decided to get them all from Townsend. All the plants bought from you are doing fine. I will bet you a new hat that you get lots of orders from here next season. My neighbors are all interested. Some of them are going to send orders right away.

I remain yours truly, H. R. C.

Jersey City, N. J., April 20, 1916.

Dear Sir—Plants all arrived in fine shape and am more than pleased.

I remain yours truly. H. R. C.

Oxford, Pa., April 20, 1916.

Dear Sir—I was very much pleased with my plants you sent me. W. M. B.

Wilmington, Del., April 15, 1916.

Plants reached me and everything is O. K., am very well pleased. J. T. R.

Woodbury, N. J., April 4, 1916.

Dear Sir—Received all the berry plants and every plant is O. K. Thanks. Mr. E. J. L.

Selecting The Site, Setting The Plants, Working Out The Old Beds

In selecting a site for your berry patch, it is best to select a place that has been grown to some leguminous crop the season before, such as cowpeas, tomatoes or potatoes, as plants do much better when set in this kind of soil. Never set plants over a sod if it can be helped. If your land is rolly or hilly, select the southern side. Most all commercial growers prepare their land for their berry fields a season in advance by planting such crops as mentioned above, for to have the best of success in berry growing it is essential to have the land rich with plant food. Any ordinary soil when properly manured and worked will grow good berries. In other words, land that will grow good corn, potatoes or tomatoes will grow good berries. In preparing the land before setting plants it should be thoroughly plowed to a depth of at least eight inches. This is preferable in the fall. Again in the spring (when plants are set in spring) then thoroughly harrowed and leveled with drags, until the surface is entirely level. For field planting I advise rows forty-two inches apart, setting plants twenty-four inches in row usually is sufficient with most varieties. Some sorts will give a good matted row when set even thirty inches apart, better than others when set fifteen inches. Select for your earlier sorts the highest of your land where you desire to plant, as the early varieties will usually do better on this kind of soil than the later ones. Most late varieties that have come to my attention do better on low, springy soil when it is well drained. In setting plants we use a small garden trowell or dibble, making plenty of room to get the roots down straight and flattened out in fan shape; pressing the ground firmly around the plants, setting the plant as near as possible as it came from the ground.

Too deep or too shallow setting will greatly hurt your crop. Plants should be worked with small tooth cultivator, giving shallow cultivation almost as soon as they are set. In ten days from time they are set they should be given a hand cultivation with the hoe, working very shallow. Often and shallow cultivation should continue as long as the grass grows, and in the East with us we usually work them with the horse cultivator well up in the fall months, especially if the season is a dry one.

Preparing and working out the old beds for the second crop, this should be done, or commenced immediately after the last fruit is picked from the vines. Start by mowing off all growth that has accumulated and a portion of the vines. If there should be much growth it is best to burn same on the patch, catching a dry day when the wind is blowing strong down the rows, so as the fire will soon sweep over the patch. This will destroy all insects that might have accumulated in the late vines and growth. If the vines cannot be burned successfully they should be hauled from the field. The rows should then be bar plowed, leaving the beds about eight to ten inches wide, throwing the furrow in the middle. The old mother plants and lots of the new ones should be cut out at once and dragged from the beds. The five-tooth cultivator should then be run down the rows and the middles thoroughly worked up, and a great many growers after running down the row with the cultivator run across the rows, dragging new earth over the crowns of the plants, causing them to take on new roots and bringing out new crowns. The old patch should be frequently worked and hoed same as the new patch until late in the fall. Two seasons is long enough for the strawberry to stand, as it costs more to work out the old beds than to work the new. For this cause I prefer planting anew. Plants should not be set in the same plot for at least four years.

One of the most important things in growing strawberries is the selecting of plants, for your success depends on the quality of the plants set. Usually good plants cost a trifle more than the ones that you can pick up around your neighborhood, which are often mixed, run-down runts, having been taken from the middle of the rows for generations, and in many cases are almost barren. It costs no more to work the patch, when set to the best THOROUGHBRED plants, than it does when set to the poor field-grown plants, and the THOROUGHBRED will often double and treble the quantity of fruit per acre, and fruit that will sell on your markets for double. The up-to-date fellows of today are for growing only the best and they find that it pays them the best.

One more word in regard to setting the plants and I will close the subject. If you should pick for your main variety one with an imperfect blossom, I recommend setting two perfect blossom sorts with it instead of one, as is usually done, especially so if the variety is mid-season or late.

My reason for this is for the imperfect one to catch all the pollen necessary to make its full crop, which it has to depend upon for the making of the crop of perfect-shaped berries. Where I have tried this method I have always had the best of success. For instance, take the old Sample variety, which is late and imperfect. I would set four rows of Sample and on one side I would set Parson's Beauty or Dunlap; the other side, one row of Mascot or some variety equally as late as the Sample, and so on across the patch.

I trust that the foregoing will be of some use to some of my customers, new beginners, especially, for I am asked the above questions hundreds of times during the year and many times it is not convenient for me to answer promptly. Most of the old growers have their own way and work out their own salvation, which many times is the best.

I find in traveling through the country that there are many different ways in forming strawberries, and I also find that a variety that is good in one locality is not always good in another.

Barkley

Barkley (Per).—Introduced by us in 1912, and is proving very popular in the Northern States, being one of the very surest croppers planted. Large, firm and of good quality; not firm enough for the South.

One grower writes us that he picked over 4,000 quarts from one-quarter acre and that his berries topped the market. About same season as Parson's Beauty, and is taking the place of that variety through most of the Northern States. Plants strong and healthy; do well on any soil.

Kellogg Prize

Kellogg Prize (Imp).—This variety was introduced by The Kellogg Co., of Michigan. We have fruited it for two seasons and consider it one of our very best late varieties. Fruit is very large, firm and productive; plant growth is fine. We claim this variety to be without a fault unless being an imperfect bloomer might be claimed a fault by some. Our Southern friends can do no better than set Kellogg Prize, with Nic Ohmer, and we assure them that it will make a much more profitable berry patch than Nic Ohmer alone. Our Northern friends should set Joe Johnson or Chesapeake with it, or Rewastico.

We had a small trial plot of Kellogg Prize and Rewastico the past season; set two rows of each all through the plot and this was considered by all who visited our nurseries the past season to be the finest plot of berries in our trial beds. Under proper cultivation 10,000 to 12,000 quarts of the finest quality berries can be grown per acre when set as above.

As stated above we consider the Kellogg Prize without a fault. First, it is a hardy grower, makes just enough of strong, healthy plants; fruit is large, firm, good quality, red through and through and is exceedingly productive. The past season the demand was so strong for the plants that we had to return many orders unfilled. We ask our customers who are looking for a good, late variety, no matter for what use to include some of the KELLOGG PRIZE in their order.

Lady Corneille

Lady Corneillie.—This is a variety that has fruited here with us one time. It is a rapid, strong grower here with us, making plants about same as Klondyke or Missionary; not large plants, but strong and healthy. The fruit as grown here the past season ranked favorable with many of our best early varieties. This variety hailed from the South (Louisiana), and we have had many good reports from them in many of the large berry sections, and not only from the South, but from the West as far as California. One of my neighbors who visited the Exposition in California the past year stated to me that it was the prettiest berry he saw growing there and stated that the growers were highly enthused with the berry.

I have reports from about twenty growers in Florida and every one seems to think it a pretty good berry. But not satisfied to give way to it altogether yet. Berries here are dark red and grow about same size as the Missionary, not quite as productive, but firm enough for a good shipper. We have grown a fair stock of plants this season, probably 250,000 and will be pleased to furnish it to any of our customers who want to try it out.

Great Scott

Great Scott.—A new variety with us; has made a splendid showing this season; claimed by the originator to be of great importance as an exceedingly fancy home market berry; said to be firm enough for home markets, but not for long, distant shipments. I recommend it for trial, as it is a good grower and plants are strong and healthy; have seen no fruit.

Gov. Vansant

Gover Van Sant.—A mid-season variety that is giving very good satisfaction in all parts of the country where it has been tried. Is a strong plant grower and will stand as much drought in fruiting season as any variety I have yet tried; fruit medium to large, with a dark, showy calx; fruit firm and of the very best quality; in fact, good enough for a king. We have a fine stock of plants this season and are able to reduce the price, and we hope our customers who have not tried it will give it a trial this season.

Twilley

Twilley (Per).—The Twilley is fast becoming popular in the South. Almost daily last winter we were receiving orders and good reports from our Florida customers. We have not grown near enough plants this season to supply our customers. We describe it as follows:

Season medium early or same season as Klondyke; size, medium to large; firm and of good quality; very productive. I received a plant from one Florida grower that contained 58 green and ripe berries, and if the berries had all been ripe there would have been a heaping quart from this one plant. Seems to be a strong grower and a favorite everywhere. We have grown berries here in our soil where twenty would fill a quart. While it is good in the South it is equally as good in the North and other sections of the country. Better place order early.

Bradford County, Fla.

Mr. E. W. Townsend,
Salisbury, Md.

Dear Sir—All plants I have ordered from you came in fine condition. They were the best shipped in this section, and have proven highly satisfactory. In the last shipment of plants were some Twilley. They are the best variety I have ever seen here. I counted 52 berries on one plant that had been set only four weeks. I want 1,500 more plants of this variety. If they continue to bear like this I can sell a million plants for you next season. Very truly yours,

ALBERT HENDERSON.

Early Woodrow

Early Woodrow (Per).—Here is another **extra early** variety that must not be **overlooked.** We have not fruited it on our own **grounds, but** have seen it growing for last **two years,** and it certainly has shown up well. **Size is large,** fruit highly colored and firm, quality good. Its firmness seems to be one of its strongest points. It is claimed that it is a better keeper than Klondyke when tested under same conditions. This is pretty strong and will warrant a trial. Plant growth is perfect. Shows no disease or rust of any kind and makes plenty of strong plants that hold fruit well off the ground.

A LIST OF THE OLD STANDARDS AND FAVORITES.

Excelsior (Per).—A standard for extra **earliness and** an old-time favorite.

St. Louis (Per).—An extra early variety **for home use** (only), large and productive.

Climax (Per).—Extra early, good size, a **sure and heavy** yielder. A variety that no one **need fear to** plant for commercial purposes; **it is a great** money maker.

Michel's Early (Per).—An old-time early **variety for** home use; too small for com**mercial use** now. Flavor considered to be of **the very** best for home use.

Early Market.—A variety that closely re**sembles the** Excelsior; is claimed to be larger. **We think** about same quality.

Ewell's Early (Per).—An extra early va**riety of good** size and good quality. Recom**mended for** Northern growers.

Longfellow (Per).—Ripens medium early; **good size,** and of good quality.

Myrtle Merrell.—Early; fruit small and **quality good;** good plant maker.

Virginia (Imp).—Early, productive, size **medium, quality** fair.

Heritage (Per).—A strictly fancy variety; **good color** and good flavor; recommended for **home use** or commercial purposes.

Bederwood (Per).—Early, of medium size, **and fine** quality; very productive; recom**mended for** Northern customers.

Tenn Prolific (Per).—An old-time favor**ite, mid-season** variety; size large to extra **large; firm,** productive and good quality.

Crescent (Imp).—One of the oldest on our **list;** classed as mid-season; very productive; **size medium;** quality considered the very best **for canning;** is still a great favorite.

Wolverton (Per).—Mid-season; size large; **quality fine;** very productive; a great favorite **with many.**

Warfield (Imp).—

Baltimore Co., Md., June 20, 1916.

The plants bought of you two years ago are **doing fine.** We know where to go when we want **more plants.** We have the best berries in this **section.**

Wishing you the success that you merit.

Yours, etc., E. H. W.

NEW INTRODUCTIONS OF GREAT MERIT.

"The Big Eight" (Special Offer).

Uncle Sam—Extra early, has been tested in all parts of the country and is truly a wonder, see description on page 4.

Mathews—Extra early, comes out with an eight-year record as being the greatest money-maker of all early varieties. Endorsed by the leading horticultural men of the Peninsula. See description on page 2.

Kellogg Premier—Introduced by R. M. Kellogg Company, of Michigan, and said to be the king of all early varieties. Truly worthy of a trial. See description on page 6.

Dr. Burrell—One of the most promising new varieties that ripen in mid-season. Said to surpass the Sen Dunlap in every way. See page 4.

Magic Gem—Mid-season to late. Sent out by Kellogg Company, Michigan. The originator claiming that it has lead all others where grown. See description, page 15.

Kellogg Prize—A very late imperfect variety, that has made good wherever grown, and we consider it one of our very best and sure to be a winner. See page 18.

Ford—Another late variety, originated in Wicomico County a few years ago, and one that is bound to make any variety hustle for its money. For commercial purposes we do not hesitate to recommend it. See page 9.

World's Wonder—As to size and quality it has them all beat, and a variety that after once grown will be always grown. See page 7 for description and illustration.

SPECIAL

While we have called special attention to the eight varieties above we do not mean that these are all the good promising new varieties that we are listing, not by any means. We are calling special attention to them as we believe that they should be tested by every grower of strawberries, and we have no doubt but what some of them will prove much better than the varieties now being grown and will mean more money in the pocket.

And as a special bargain offer we are going to offer 50 plants each of the above eight varieties, 400 plants in all for $4.50, prepaid, to any town in the United States. Any one desiring this special offer just mention the BIG EIGHT, special offer and enclose $4.50 and we will do the rest.

PROGRESSIVE EVER-BEARING STRAWBERRIES

Progressive

Progressive (The Best).—From reports received from our customers we would say that the Progressive is the most popular of the ever-bearing varieties, taking the whole country over. The Progressive is a cross between the Pan-American and the Sen Dunlap, and in growth and also in fruit it greatly resembles the Dunlap. Most of our customers know the quality of the Dunlap, for quality of fruit is hard to beat, and I doubt very much that the eating quality of the Progressive will ever be improved upon. The Progressive is an excellent plant maker under favorable conditions and bears an enormous amount of fruit beginning to fruit as fast as the new runner plants appear, and continue until hard freezes set in. Fruit medium in size, color dark to the center. To get large fruit it is best grown under the hill system; plants in this way may be set close together for garden purposes—say two feet each way—where cultivation is done by hand. One hundred plants in a garden will give a good sized family all the berries they can use.

ONWARD, FORWARD AND ADVANCE.

One Description Does For All Three Above-Named Varieties.

This trio is the latest orgination of Samuel Cooper, who developed the Original ever-bearing strawberry, the plant growth of these varieties are wonderfully strong and healthy, the fruit is large, firm and dark-red to the center, with high quality fruit round and uniform, comes highly recommended. Fruits from June until November.

All the ever-bearing varieties that we are listing have perfect blossoms, and do not have to be set with any other variety.

We have grown about two million of the ever-bearing plants this season, nearly all of which are grown on new ground and the plants have made a strong and rapid growth, and will please our most exacting customers. We are also proud of the fact that we can lower our prices this season on our ever-bearing varieties. While we cannot sell them as low as we can the Standard sorts, owing to the very great amount of work in keeping off the blossoms for five months, and if the blossoms were not

taken off, the plants would be stunted, and would not produce anything like the crop of fruit that should be expected.

While we do this work on the Townsend's farms, the writer had made note of several plant growers this summer that have left the blossoms remain on their ever-bearing plants. And some of them have very miserable looking patches of plants.

We only wish that every customer and every prospective customer of ours could see for themselves our fields of plants before digging commences.

A THOROUGHBRED PROGRESSIVE PLANT IN FULL FRUIT

Superb

Superb.—We have had many excellent reports from the Superb, and we notice that some of the leading plant growers claim this to be the best one of the ever bearers. We recommend the Superb for hill culture only, as it does not fruit sufficiently on the new runners the first year. The fruit is perfectly formed, and beautifully colored, and highly flavored, they ripen uniformly and are very large in size, the plants are healthy and vigorous. For a Spring crop the second year the Superb is not surpassed by any of the one-season varieties, and they continue to fruit the entire summer and fall months. This is our fifth year that we have grown Superb, we have a fine stock of true to name plants, grown on new land, and shall be pleased to have your orders.

WHAT SOME OF OUR CUSTOMERS SAY ABOUT OUR EVER-BEARING PLANTS.

Montgomery Co., Pa.

I purchased from you in the Spring 100 King (of autumns). They have done splendid. I am well pleased with them, they will certainly be a good advertisement for you here.

JOHN K. WILLIFONG.

Francis

Francis.—We have found that the Francis was just about as hard for us to grow as the Americus; fruit is large and of good quality. Does better in the North.

Americus

Americus.—Americus is a good ever-bearing variety but hard to grow. We have never succeeded in growing a good crop of Americus, fruit is particularly fine in quality, and is one of the very latest to quit fruiting in the fall. Our stock of plants are limited.

WE GUARANTEE THAT OUR PLANTS ARE THE EQUAL OF ANY PLANTS GROWN ANYWHERE. That they are strictly THOROUGHBRED with the highest fruiting power. That they will reach you by express in good growing condition or your money back.

KING OF AUTUMN, Photographed Sept. 29th.

King of Autumn

King (of the autumn).—We originated the King from a cross between the Autumn and Chesapeake. We have had this under test for seven years, two years before the Superb came out, but as we had to start with one plant and then did not have very favorable success, the first two years we have been unable to raise sufficient plants to get it fully established. However, we have had some very highly complimentry reports on the King.

We expect to see the King rank with the very best of the ever bearers, as soon as the plants can be grown. Some of our customers claim that it surpassed both the Progressive and Superb, both in amount of fruit produced and quality, for the past two years.

Mr. S. W. Townsend, of Delaware, while on a visit to our place the past Spring, stated that the King was leading both the Progressive and the Superb, and that he should plant more of it and less of the others. Mr. Townsend is the largest grower of ever-bearing berries in the State of Delaware, and is considered a good judge of fruit. We consider, as grown on our grounds, that the King is the largest of the ever-bearing varieties, the Quality ranks with the Superb, being mild and delicious, color, bright red all over, about same color as its parent, the Chesapeake, which it really resembles in shape and size. Plants large and stalky like the Chesapeake, makes a goodly number when allowed to. While we have never grown it under hill system we think this the ideal way to grow it for fruit.

We have about 50,000 plants this season and shall be pleased to have them as widely distributed as possible. We recommend it to all for a trial.

WAS WELL PLEASED AND TOLD HIS NEIGHBOR.

Montgomery County, Pa.

Mr. E. W. Townsend,
Salisbury, Md.

Dear Sir—I purchased from you in the spring 100 King (of autumn) plants. They have done splendid. I am well pleased with them. They will certainly be a good advertisement for you here. My neighbor wants some of them.

Very truly yours,
JOHN K. WILFONG.

Mr. E. W. Townsend.

Franklin Co., Ohio.

The 500 Progressive plants purchased from you in April has removed all doubts as to the merits of the ever-bearing strawberry. Everybody delighted with them here. You will get lots of orders next year. I wish I had bought more.

IRA W. BETTS.

EVER-BEARING STRAWBERRIES.

Until recently most people have been skeptical about the ever-bearing strawberry. They have classed it with other horticultural sensations that have had dazzling careers in advertisements, but a disappointing one with growers. The unanimous opinion now is that this class of strawberries has now come to stay.—Editors, Country Gentleman.

Picking Ever-Bearing Steawberries

FORTY CRATES OF FALL STRAWBERRIES PER DAY.

The Maple Hurst gardens, of Michigan, writes the Country Gentleman, September the 19th, 1915, as follows: Since the 15th of August we have been picking berries on an average of forty crates of strawberries per day. These berries have gone to Chicago, Cincinnati and Philadelphia and many other cities, and have sold as high as 35 cents per quart wholesale. This firm also writes that they will set 300,000 Superb plants in the Spring, and all will be grown under the hill system.

Note the above are facts—And what the Maple Hurst Gardens can do, anyone else can do. So get busy, there is not enough Fall strawberries grown to give each person in the United States a handful apiece. This season is the time to get busy.

We have millions of the plants growing. Look up the price list on page— and get your order off at once. If you wait another season it is you that will be the loser.

Ever-Bearing Strawberries No Longer An Experiment.

A great many of our customers are making big money growing the ever-bearing strawberries for commercial purposes, and are cutting out the old-standard sorts and planting the new race of berries altogether.

Again many of our customers who grow berries principally for home use are writing us that there is no need to grow but one variety of the ever-bearing strawberries to have all the fruit that they can use the year round, and the selecting of extra early, early, mid-season and late varieties. They are doing no more.

The ever-bearing varieties even have an advantage not mentioned above, for they bear their finest crop of fruit the first season plants are set, when the common strawberry does not fruit at all. Thus the grower does not have to wait a full year for the fruit. Another point in the favor of the ever-bearing strawberry is that the eating qualities are seldom found in the common strawberries. Still another great point in their favor is that there is no such thing as crop failure with the ever-bearing strawberries. No matter if frost and freezes continue until July. As soon as the freezes are over they are at their work sending up fruit buds and blossoms, and very soon the ripe delicious berries.

There are about eight varieties of the ever-bearing strawberries being catalogued at this time. The first ones to be introduced having been replaced with better varieties. Such as the Pan-American, the first to be the Autumn and the Productive, Teddy R, and I think Stand-pat. For, as I heard one grower who tried it, say that Stand-pat was all that it ever did for him. But of the eight varieties that are still on the list several of them have come to stay for a very long time.

We have been growing this new race of berries since the first introduction of the Pan-American. We have probably sold more plants of the ever-bearing varieties than any other nursery. We therefore should be in a position to help our customers make a selection of these new berries no mattter where you reside.

Manatee County, Fla.

Mr. E. W. Townsend,
Salisbury, Md.

Dear Sir—I am writing you, as I believe that I ought to tell you how your plants are beating other nurserymen's plants here in this section, as you know many of the growers buy their plants from you and have done so for years. But some still buy from North Carolina, and some from Illinois. I think that all will go to you after this year's trial. In every case your plants have stood the drought—the worst one we have ever had. I have not lost a plant, and every other grower here that used Townsend's plants has done well, and have pretty patches. The other fellows that bought elsewhere have nothing, and have plowed up the patches they set. In my six years' dealing with you I have always got good plants and have always had good crops, and expect to buy and recommend you as long as you and I are in the business. Wishing you the success that you merit and a long and prosperous life, I am your customer,

W. H. SEALLY.

EASTERN GROWN PLANTS MORE HARDIER THAN NORTHERN GROWN.

St. Joseph County, Mich., November 5, 1915.

Dear Mr. Townsend—I am writing you today to know if you can furnish me with sample of Chesapeake plants for the coming Spring. I have grown your Eastern Sho' plants here for five years and I have had the best success of my life in berry growing. I have never had any trouble to get plants to grow, and my yeild is much above the average in my neighborhood. I think that you have made several customers here by the way your plants behaved in this section, and the time is coming when other growers will take notice. Kindly let me hear from you at once, and oblige yours, etc.,

GEO. BRUNSON.

Green Cove Springs, Fla.

Dear Sir—The plants I bought from you last season proved so fine I am sending you another order for your offering "E."

Respectfully yours,

MRS. REAOGH.

Never Tire When Working In Townsend's Thoroughbred Plants

This is what a lady customer from New York State writes us after growing one of the best berry patches ever seen in old York State.

As you know I ordered a small lot of plants from you three years ago. Well these plants grew fine, but I did not follow your directions fully and was more or less careless in giving them the proper cultivation. Last Spring I gave you a larger order and decided to follow your advice to the letter. And I wish that you could see my patch at this writing. You know that in the order was 300 Progressive and 100 King (Autumn). Well these everbearing kinds have given our family all the fruit they could use ever since June, and I have lots of fine berries preserved for the Winter, and besides the great quantities of berries I have picked I have a nice full bed of plants. The Spring varieties, of course, have given us but little fruit. We did get some very nice fruit from the Fendall and Brandywine in July, as there were lots of blooms that came after we picked off the early blossoms. But I have the prettiest plants that I have ever seen, and my neighbors and the passers by tell us that they never saw anything like it before. I have arranged for straw to cover my plants as soon as it freezes, as this is according to your instructions. I will send you a photograph next summer after the crop is on and assure you that you will get many orders out of here next Spring. My husband has taken great interest in my little patch of berries and says that he never tires in working them. We expect to get a larger plot of ground somewhere next season and plant a still larger patch.

MY CUSTOMERS ARE MY BEST SALESMEN.

I try to grow the best for them it is possible this business from Christmas to Christmas. They do the selling. Their kind words keep me cheerful while I am at work for them. I went into this business looking for and expecting success. I am proud to say that I have not been disappointed. But on the other hand my success has been far beyond my own expectations. Here is the secret: I have done my best to please every customer that I have ever filled an order for. In most cases I have succeeded. They have spread the news to their neighbors and friends until Townsend's name has become a household word. Townsend's Thoroughbreds are known everywhere that strawberry growing is practical to any great extent.

(Copied from R. N. Y.)

Here is one of the greatest things we have heard yet. It is from actual life; no dream or fable. A genuine extract from a letter written to a nurseryman. It reads as follows:

I expected to plant an orchard this year, but have decided to postpone it until next year. On account of this being leap year, I am told that if I plant in this season that I cannot expect a crop except once in every four years, after the orchard becomes in bearing.

Poor fellow! I would like to see this man's wife.

Many of our old ancestors stood on the moon, and the wind in planting their different crops, but we have failed to hear of the leap year sign before.

MORAL—Secure the BEST PLANTS and SEEDS, and you need never think of the moon, wind or leap year. TOWNSEND'S kind grow any year.

FALL-BEARING STRAWBERRY PLANTS FRUITING IN POTS.

We can supply large plants in pots during August, September, October and November. Each single large plant set in a six-inch pot, loaded with blooms, green berries and ripe berries at the same time for $1.00 each. Packing 25 cents extra for each pot. These strawberry plants in full fruit are just the thing for table decorations. Can be had as late as Thanksgiving.

Ever-Bearing strawberries have come to stay;
Fine, juicy berries every day.
From June until frost they never stop,
Blooming and fruiting all over the plot.

E. W. T.

SUPLUS STRAWBERRY PLANTS.

Sometimes we have a lot of plants left of varieties that there has been but little call for. Many times these are our very best plants that have been priced a little high towards the close of the season. We may be glad to get rid of them at a very low price. Ask us what we have on Surplus Plants. We can usually fill your bill late in April with the best plants for your section at the following prices:

100 plants, 40 cents; 300 plants, $1.00; 500 plants, $1.25; 1,000 plants $2.00; 5,000 plants $9.00.

Always mention Surplus Plants when sending an order at the above price.

Lawtey, Fla.

Mr. Townsend.

Dear Sir—Please add 7,000 more Klondyke plants to my order. Your plants are certainly coming fine; if they keep on coming so nice I do not know when the growers will stop ordering; 14,000 yesterday were the finest plants I ever saw.

Yours respectfully, A. M. B.

Remember Our "Big Eight" Specials and The Ever-Bearing Varieties

REMEMBER, Our "Big Eight" specials in new varieties. Do not lay this catalogue aside until you have made out your order for this selection. If not ready to send all the money now, send along $1.00. We will book the order and reserve the plants for you. This is the only way that you can be sure of getting them this season.

Someone is going to be left. Late orders we are afraid.

Come with that order for ever-bearing plants. Don't you know the people everywhere are just realizing what the ever-bearing strawberry means. Its introduction was such a wonderful achievement that the ordinary people were indeed slow to believe there was such a thing and it is only just now that their eyes are opened.

We furnished plants to a great number of Pennsylvania customers last spring and now since the introduction in the new localities they write us that there will be no limit to the demand in the local markets. We are getting $6.50 per crate for the berries now in Pennsylvania towns. Yes, there is money in them and always will be.

Place your order early for the ever-bearing kinds.

Be the man of the hour in your locality.

With the ever-bearing strawberry it is NOT HOW MUCH WILL YOU GIVE, BUT WHAT WILL YOU TAKE.

This is the song of the fellow who goes to market with the delicious ever-bearing strawberries in September or October.

There is no fruit or never will be any that draws the attention of the public like RIPE, RED STRAWBERRIES, and especially is this so in the beginning of the season in the spring, and again in the late summer and fall when the ever-bearing sorts are in their best.

No fruit in the world that will pay the big profits in so short a time as the ever-bearing strawberry.

For instance, it requires from seven to eight years to bring an apple orchard into full bearing, two years for blackberries, raspberries, etc.; three to four years for currants, gooseberries, etc.

Ordinary strawberries come into full bearing in one year from time plants are set, beating all other fruits by far.

But here comes the Wonderberry, the wonderful ever-bearing strawberry that plants set in April or May will produce a full crop of fruit in three months after plants are set. Truly the Twentieth Century wonder berry.

If you are not posted as to best varieties we shall be pleased to select the best for you. We want you to have the best of success, this is to our interest as much as yours, as your success means ours.

See prices of ever-bearing plants, page —.

A Fortune In New Fruits

Guided by our directions and advice, hundreds of women and children, as well as the men folks, are making big money growing the ever-bearing small fruits. They not only find it profitable, but it is the most pleasant and healthy work any one can do. We know of many who began in a small way only a few years ago are now on the road to fortune.

Women, owing to their superior taste and skill, are beating men in growing small fruits and flowers. Only a very small scrap of land is required and a very few dollars will make the start.

The novelty of the ever-bearing berries make them sell like hot cakes. One hundred ever-bearing strawberry plants will produce at least 100 quarts of berries if properly cultivated the same year plants are set. The berries should sell for at least 25 cents per quart in any local market, and, in fact, in many markets sell for double that. A very small boy or girl can care for at least a 1,000 plants. It requires only a very small piece of land to hold a thousand plants; the first cost of the plants now only about $10.00. A little barnyard manure is best for them and will cost nothing. One thousand quarts of berries, to say the least the first season, should net $250.00. And the work is so pleasant in growing them one can hardly call it work. The beauty is that you have plenty of nice, fine berries to eat all the time you are giving them their cultivation, or in other words, they are working for you while you are working for them.

A few rows of the ever-bearing raspberries, set around the garden fence or in any out-of-the-way place will make many a dollar during the summer.

SPECIAL

We shall be glad to start more of our little friends on the road to wealth and hope they will give us a chance. We will select the varieties, give all culture directions and help them in any way possible to make a success.

Our $3.00 garden collection will make the start, then all is easy.

We will do all the selecting of the plants and send postpaid to your door.

Just mention Little Friends' Collection, No. 1, we will do the rest.

State how much ground room you have.

If You Desire Any Information That Is Not In This Book, Write Us, We Will Be Glad To Help You.

Townsend's Own Selection

I have been making these selections for my customers for years, and if I have ever failed to select the proper varieties in any instance, or failed in any way to satisfy the customer, I have yet to hear. Many plant growers do not make these offers and, in fact, they could not do it to any degree of certainty, as it takes a great deal of time and years of experimenting to know just what varieties will suit in each locality.

One of these Garden collections pays its cost several times over the first season planted, and within a very few months after being planted, as we do not fail to include ever-bearing varieties in all the Garden selections. In ordering any of these Garden selections always order by number.

We are making these selections this year as small as 100 plants. We are doing this as we found the past season that many of our city folks wanted our selections, but did not have the space. Now 100 plants can be set in a very small corner of the garden or yard. Nothing that could be used in a small space would look more prettier growing than strawberries. It makes both a flower garden and a fruit garden at the same time. Over five hundred lady customers bought these Garden selections the past season.

REMEMBER that I make every selection myself (personally).

Small Garden Selection No. 1—Composed of 100 plants, 25 each of two best Ever Bearing, 25 Best Early, and 25 World's Wonder. Delivered Post paid, anywhere for $1.25.

Garden Selection No. 2.—200 plants, 50 each of four best family varieties, early to late. This selection includes 100 best Ever-Bearing. Delivered post paid anywhere for $2.00.

Garden Selection No. 3.—300 plants, 50 each of five choice standard varieties, and 50 best Ever-Bearing. This collection ranges from the very earliest to latest. Sent prepaid anywhere for $3.00.

Garden Selection No. 4.—400 plants, 100 Best Early, 100 Best Medium, and 100 best Ever-Bearing, sent prepaid anywhere, either by Parcel Post or Express for $4.00.

Garden Selection No. 5.—500 plants, composed of five varieties, from Early to Late, including 100 World's Wonders and 100 best Ever Bearing. Sent prepaid for $5.00.

Garden Selection No. 6.—400 plants, all ever bearing. In all sections where we think it advisable we will send four varieties, but where we know that only certain varieties of the ever bearing do well we send only these that we know are good, all sent prepaid to any town in the United States for $5.00.

Market Garden Selection No. 7.—1,000 plants, 250 best and largest extra early, 250 best and largest medium, 250 best ever bearing, 250 World's Wonder, sent prepaid anywhere in the United States for $7.50.

Market Garden Selection No. 8.—2,000 very best Early to Late standard varieties, 500 plants of four varieties, each express paid anywhere in the United States for $10.00.

Market Garden Selection No. 9.—3,000 plants very best for local markets from earliest, to latest, including 500 very best ever-bearing. Nothing but choice varieties suited to your own conditions will be included, plants shipped by express; purchaser to pay value of this order $16.00. Special price, $11.00.

Special Trial Bed Offer No. 10.—25 plants each of the following varieties: Joe Johnson, Townsend Late, Early Woodrow, Mathews, Pride of Somerset, Uncle Sam, Kellogg Price, Dr. Burrell, Marvel Gem, Premier, Ford, World's Wonder, Francis Willard, Lady Corneillie, Heritage, Shermon, Advance (ever-bearing), Queen Autumn (ever-bearing), Progressive (ever-bearing), Superb, (ever-bearing). 500 plants in all. This includes our our BIG EIGHT special selection, and is without a doubt the best selection ever offered in any catalogue at ony one time. Any one testing out this selection, giving it a fair trial and is not satisfied that he has not got his money's worth several times, and that if he is a commercial grower and does not find one variety in this list that is worth more than paid for the lot, I agree to refund every cent paid for this collection. Send anywhere in the United States, prepaid, for $7.50.

Special Collection No. 10.—Special one-acre collection, commercial varieties for Southern growers. This selection will include 3,500 Missionary, 3,500 Klondyke, 1,000 Nic Ohmer, by express purchaser to pay charges, for $17.50. Will send 8,000 plants in all Missionary, or all Klondyke for same price or 8,000 Nic Ohmer for $20.00.

Special Collection No. 11.—One-acre selection for Northern growers, best market varieties: 1,000 Climax (extra early), 1,000 Early Ozark (extra early), 1,000 Sen Dunlap (early to mid-season), 1,000 Bubach (mid-season), 1,000 Townsend Late, 1,000 Joe Johnson, 1,000 Ford, 1,000 Sample. Total value $25.00. Special price, purchaser to pay charges, $20.00.

Mixed Market Garden Collection No. 12.—1,000 Strawberry plants, early to late, value $4.00; 1,000 Dewberry Plants, Austin and Lucretia, value $6.00; 1,000 Asparagus Plants, $4.00; 200 St. Regis Raspberry plants, $3.00; 200 Royal Purple Raspberry plants, $3.00; total value $20.00. All for $17.50. Purchaser to pay transportation charges.

Grape Vine Collection No. 13.—Very best selected varieties: 10 Concord, 10 Diamond, 10 Warden, 10 Delaware, 10 Wyoming, 10 Niagara, 10 Lindley, 10 Brighten, 10 Pocklin, 10 Mores Diamond. 100 in all. Value $10.00. Special price $7.00. Purchaser to pay charges.

A LETTER FROM TEXAS SAYS BERRY CROP THE BEST MONEY CROP.

Big Wells, Texas., November 30, 1915.

Dear Sir—The berry growers here have just finished planting the 4,000,000 strawberry plants and all are looking fine. This planting will make the acreage about 150 acres here. Our season opens about February 20th, to March 1st. Our crops here the past season paid a net profit of over $200 per acre, far better than any other farm crop. With very best wishes for your success, and hoping to be able to do a much larger business with you the coming season, I am,

Yours very truly,

E. H. A., Director.

Northern Customers Find Our Thoroughbred Plants Satisfactory

We wish to call attention of the Northern growers to our "hardy prolific plants." It is a fact that plants grown in a mild climate such as we have on the Eastern Shore of Maryland are built more hardy, and will stand more abuse in handling and transplanting than plants grown further North where they have to be mulched during the winter for protection from the heavy freezes.

Our plants are never mulched during the winter, and they have that hardiness that causes them to carry well to the four corners of the United States, in proper condition, and then to grow the big crops which many of our customers are speaking about.

Please note the testimonials of some of our Northern customers what they say about our plants that were shipped them in June the past season.

We quote a few extracts from letters and postals received:

Massachusetts.—The shipment of plants arrived on June 12th, in fine condition.

Iowa.—Plants arrived satisfactory; best I have received this year.

Michigan.—Your plants are all that you claim. We take our hat off to you.

Wisconsin.—Plants received June 20th; fine shape; every plant is growing nice.

Minnesota.—The last box of plants came in today and are as good as the first after being on the road two weeks in perfect condition. Write 6-18.

Buffalo, N. Y..—Thanks for such nice plants; received June 1st.

New Hampshire.—Plants received May 1st in splendid condition.

Ontario.—Plants received O. K. Thanks for such fine plants.

Quebec.—I received your plants on May 12; very well pleased; plants are the largest and strongest looking I ever set.

Pennsylvania.—May 1st. We want to say that we are well pleased with the plants. While your plants are cheaper than we have been getting they are also much better in quality.

Iowa.—All the plants purchased from you have been perfectly satisfactory; best plants we ever bought, and sorry did not hear from you ten years ago.

Iowa.—Last plants received in good order; fine plants. You will get lots of business from here next year.

California.—Your plants always do well for us; much better than our Pacific Coast plants. Look for a good business this fall and winter.

NOTE.—No matter where you are situated, if it is small fruit plants we can please you, and can usually save you money on your order. While we do not claim to be cheaper than any one, we do claim when quality is considered that there is not a nursery in the world that is giving as much for the money as we are doing. Why not send Townsend the order and take no chances? We assure you that no one will appreciate the order more than we will.

CAUTION. — Agents claiming to sell TOWNSEND'S THOROUGHBRED PLANTS —make them show their credentials. We sell our plants direct to the growers, our CATALOGUE being our only salesmen. If one of our own men happen to visit you he will have the proper CREDENTIALS.

OUR SERVICE.—Does not stop when we ship your order. We are still here to help you in any way we can to grow and market your crop. No matter where you live we may be able to help you and our service is **gratis.**

BEGIN IN TIME.—Begin your planning for spring plantings in time to go thoroughly into the matter. Take up the matter with your nurseryman as early as you get his Catalogue. Tell him the acres you intend to plant. Tell him in a frank way just what you are thinking about doing and nine cases out of ten he will be able to greatly help you in your planning, and in the selecting of your varieties. We ask you to let us help you.

Betterdorf, Iowa, April, 25, 1916.

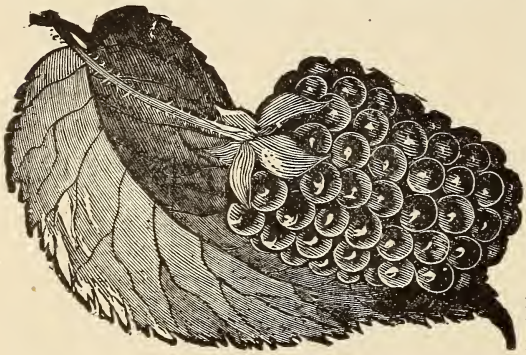
Dear Mr. Townsend—I received another shipment of 10,000 plants today, and they are sure fine plants—have set all ready over ten thousand of your plants this year and have not lost a plant, that sure is sending out good plants. I shall always get my plants from TOWNSEND in the future as they are far ahead of any plants I have ever seen, and we can not dig them as cheap as you are selling us these nice plants for. The only thing I regret now is that I did not hear about your Thoroughbred plants ten years ago.

With best wishes I am, H. R. C.

Dewberries

We grow only two varieties, the Austin (Mays) and the Lucretia. We have tried others, but they have all been failures and we have settled on these two varieties until we see something better.

The Austin ripens about one week earlier than Lucretia with us. But is not as good a



shipper as the Lucretia, but for home markets it is a fine variety and can be recommended; but for long distant shipments I can only recommend the Lucretia as the most profitable dewberry ever grown.

For best results plants should be set in rows five feet one way and four feet the other and at the end of the first year's growth tied to stakes about three and one-half feet above the ground; the tips cut back about one foot. This keeps the fruit clean and when given this pruning makes the berries of better uniform size. They are also much easier picked when thus tied. We recommend light soil for dewberries and a Southern slope when possible. Our plants are all hand-tipped in the early fall. This insures extra strong roots. Owing to the labor troubles we are compelled to ask our customers this season a trifle more for our dewberry plants than has been our custom. The tipping and also digging of the dewberry plants is a very sticky job and we were compelled to raise our former wages which we had been accustomed to pay. But at our present prices you will find them as cheap as the cheapest and far below many. We begin to ship dewberry plants in November, and can make shipments any time in Winter. It is usually the cheapest way to have them go by freight if in lots of four to five thousand.

	25	50	100	1,000
Austin (Mays)	.50	.75	$1.00	$6.00
Lucretia	.50	.75	1.00	6.00

GET THE BOYS INTERESTED

GET THE BOY INTERESTED.—A small patch of berries in the garden may be the very means of keeping the boy on the farm. I have no doubt that I would have been in the city today shut up in some office or workshop if it had not been for a little berry patch. This being the first crop ever cultivated for myself to have for my own. And I remember today how proud I was of this little patch. I remember that the first money realized from it was a few hundred plants taken up from between the rows and sold to neighbors. We lived a good distance from town and I never made very much money from my berries. But they were a pleasure to me in working and growing them for myself, and led me each year to increase my little plantings until I was a group-up man. About this time a large commercial house, of Boston, was looking for a man to take charge of the growing end of a large number of acres of strawberries. I was recommended by some of my neighbors as a man up-to-date in berry growing. I accepted the position, having under contract as much as 300 acres of berries at one time. After five years I resigned this position and went into the growing of plants for sale on my own account. Our present business now speaks for itself.

SWEET POTATO SPROUTS.

We usually have these sprouts in any quantity, from May 1st until July 1st.

BIG STEM JERSEY (our leader)	.50	2.00
Gold Skin (beautiful yellow chunky)	.50	2.00
Nancy Hall (extra early, yellow chunk)	.50	2.00
Yellow Nansemond (heavy yielder, yellow chunk)	.50	2.00

Potato sprouts may be sent by parcel post, prepaid, for 10c. per 100 extra.

Ask for special price on large lots.

CABBAGE PLANTS.

Price of all varieties, $1.25 for 500; $2.00 per 1,000; 10,000 or over, $1.50 per 1,000.

Varieties.

Southern Grown.
Early Jersey Wakefield.
Large Charleston Wakefield.
Early Summer.
Early Flat Dutch.
Late Flat Dutch.
Large American Drumhead.
Winter Hardened.
Autumn King (late).
Surehead (late).
St. Louis (late market).
All Seasons (late).
Volga (late).
Early Winningstead.

BLACK CURRANTS.

	25	50	100	1,000
Black Naples, 2-year No. 1	$2.00	$4.00	$7.50	$60.00
Lee's Prolific, 2-year No. 1	2.00	4.00	7.50	60.00
Champion, No. 1	2.00	4.00	7.50	60.00

RED CURRANTS.

Fay's Prolific, 2-year No. 1	2.00	4.00	7.50	50.00
Wilder, 2-year No. 1	2.00	4.00	7.50	50.00
Cherry, 2-year No. 1	1.50	3.00	5.00	50.00
Victoria, 2-year No. 1	2.00	4.00	7.50	50.00
London Market, 2-year No. 1	2.00	4.00	7.50	50.00
Red Cross, 2-year No. 1	2.00	4.00	7.50	50.00
Pomona, 2-year No. 1	2.00	4.00	7.50	50.00
Perfection, 2-year No. 1	4.00	8.00	15.00	100.00

WHITE CURRANTS.

White Grape, 2-year No. 1	2.00	4.00	7.50	60.00
White Dutch, 2-year No. 1	2.00	4.00	7.50	60.00

GOOSEBERRIES.

DOWNING, 2-year No. 1	3.00	6.00	10.00	75.00
Houghton, 2-year No. 1	2.75	5.50	9.00	70.00
Pearl, 2-year No. 1	3.00	6.00	10.00	75.00
Industry, 2-year No. 1	3.75	7.50	14.00	100.00
CROWN BOB, 2-year No. 1	3.75	7.50	14.00	100.00

BLACKBERRY.

Joy	2.00	4.00	7.00	50.00
Scruggs' No. 1 sucker	2.00	4.00	8.00	60.00
BLOWER'S No. 1 root cutting	.75	1.50	3.00	15.00
SNYDER'S No. 1 root cutting	.75	1.50	3.00	15.00
Snyder's No. 1 suckers	.60	1.10	2.00	15.00
Eldorado No. 1 root cuttings	.75	1.50	3.00	15.00
Eldorado suckers, No. 1	.60	1.10	2.00	15.00
Mesereau No. 1 root cuttings	.75	1.50	3.00	15.00
ERIE No. 1 root cuttings	.60	1.10	2.00	15.00
Taylor's Prolific, No. 1 root cutting	.75	1.50	3.00	20.00
Ancient Britain No. 1 root cutting	.75	1.50	3.00	20.00

RED RASPBERRY.

ST. REGIS (Everbearing)	.75	1.00	2.00	10.00
Cuthbert sucker plant No. 1	.75	1.00	2.00	10.00
Ruby Red sucker plants No. 1	.75	1.00	2.00	10.00
Marlboro sucker plant No. 1	.75	1.00	2.00	10.00
Early King sucker plants No. 1	.75	1.00	2.00	10.00

YELLOW RASPBERRY.

GOLDEN QUEEN, selected suckers	1.00	2.00	3.00	20.00

BLACK RASPBERRY PLANTS.

	25	50	100	1000
Kansas	$ .50	$1.00	$1.75	$12.00
Black Diamond	$ .50	$1.00	$1.75	$12.00
Cumberland	.60	1.10	2.00	14.00
Plum Farmer	.60	1.10	2.00	14.00
GREGG	.50	1.00	1.75	12.00

PURPLE RASPBERRY.

Columbian Tip Plants No. 1	.60	1.10	2.00	14.00
ROYAL PURPLE Plants No. 1	1.00	2.00	3.00	14.00

ASPARAGUS ROOTS.

PALMETTO, 2-year No. 1 roots			1.00	4.00
Conovers, 2-year No. 1 roots			1.00	4.00
Giant Argentuel, No. 1 roots			1.00	4.00

1-year-old 50c per 1,000 less.

RHUBARB, 2-YEAR-OLD NO. 1.

Myatt Linneus	1.50	2.50	4.00
Victoria	1.50	2.50	4.00
Queen	1.75	2.50	4.00

WE CAN PROBABLY HANDLE YOUR GRAPE ORDER BETTER THAN ANY OTHER RETAIL DEALER. IF IT'S GRAPE VINES YOU WANT, WE CAN PLEASE YOU RED, WHITE, OR BLUE GRAPES.

	1-year Each	Per 100	Per 1000	2-year Each	Per 100	Per 1000
RED						
Alice	$ .10	$ 7.50	$ 50.00	$ .15	$ 10.00	$ 75.00
Brighton	.10	6.00	35.00	.15	8.00	50.00
Brilliant	.10	7.50	50.00	.15	10.00	75.00
Catawba	.10	5.00	25.00	.15	8.00	50.00
Delaware	.10	4.00	25.00	.15	5.00	35.00
Diana	.10	5.00	35.00	.15	8.00	50.00
Gaertner, Rog. 14	.10	5.00	45.00	.15	10.00	75.00
Goethe, Rog. 14	.10	6.00	50.00	.20	10.00	80.00
Moyer	.10	5.00	35.00	.15	8.00	50.00
Ulster Prolific	.10	5.00	35.00	.15	8.00	50.00
WYOMING RED	.10	5.00	35.00	.15	8.00	50.00
Woodruff Red	.15	8.00	50.00	.20	15.00	100.00
WHITE						
Colerain	.10	6.00	35.00	.15	8.00	50.00
Dutchess	.10	5.00	35.00	.15	8.00	50.00
Empire State	.10	5.00	35.00	.15	8.00	50.00
Elvira	.10	5.00	35.00	.15	8.00	50.00
Moore's Diamond	.10	5.00	35.00	.15	8.00	50.00
Niagara	.10	5.00	35.00	.15	8.00	50.00
POCKLINGTON	.10	5.00	35.00	.15	8.00	50.00
BLACK						
Brown's Early	.10	7.50	50.00	.15	15.00	125.00
Barry	.10	6.00	35.00	.15	8.00	50.00
Campbell's Early	.10	6.00	35.00	.15	8.00	50.00
Clinton	.10	5.00	25.00	.15	8.00	50.00
Cottage	.10	5.00	25.00	.15	8.00	50.00
Champion	.10	4.00	25.00	.15	5.00	35.00
CONCORD	.10	4.00	25.00	.15	5.00	35.00
Early Ohio	.15	10.00	75.00	.20	15.00	125.00
Early Victor	.10	5.00	35.00	.15	8.00	50.00
Hartford	.10	5.00	40.00	.15	10.00	75.00
Herbert, Rog. 44	.15	10.00	65.00	.20	15.00	100.00
Isabella	.10	5.00	40.00	.15	8.00	50.00
Moore's Early	.10	5.00	35.00	.15	8.00	50.00
Telegraph	.10	5.00	35.00	.15	8.00	50.00
WORDEN	.10	5.00	35.00	.15	8.00	50.00
AMBER						
Agawam	.10	6.00	35.00	.15	8.00	50.00
GREEN						
EATON	.25	15.00		.30	25.00	
Eumelan	.15	10.00	75.00	.20	15.00	100.00
Green's Early	.10	5.00	35.00	.15	10.00	75.00
GREEN MOUNT	.25	15.00	100.00	.25	15.00	100.00
Geneva	.10	8.00	65.00	.25	15.00	100.00
Lindley	.10	8.00	50.00	.15	15.00	100.00

Less than 50 at each rate; 50 at 100 rate; less than 500 at 100 rate; 500 at 1,000 rate. Our Grape Vines are grown for us by one of the largest and oldest Grape Nurseries in the world. They are recognized as the leaders in the grape industry of the United States. No other concern carrying so large a collection of grape vines as this concern, assures you in getting just what you order. If you are a beginner and do not know the varieties best suited for your needs, write us. We will have these Grape Experts select for you just what will suit your particular section and your needs. If it is grape vines, give us your order.

Our customers can have their choice—either Northern grown stock or our own growing grape vines—no difference in the prices.

PLEASE USE THIS ORDER SHEET

E. W. TOWNSEND

Strawberry Specialist — Salisbury, Md.

Please forward to

Name..... R.D. No.....

Postoffice..... P. O. Box.....

County..... Street.....

State..... Freight Station.....

Express Office .....

Ship by.....On or about.....191.....
State here how to forward

Date of Order.....191.....

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up accurately. Make all letters short and to the point and please do not write letters on the same sheet with the order.

QUANTITY	NAME OF VARIETY	PRICE
	Total.....	

Early in the season I usually have in stock everything listed in this catalogue, but late in the season I frequently run out of some of the varieties; therefore, when you order late, please state whether I shall substitute something equally good and as near the variety ordered as possible or return your money for stock that I may be out of. Ans.....

PLEASE USE THIS ORDER SHEET

QUANTITY	NAME OF VARIETY	PRICE	
	Total.....		

TRUE TO NAME—While I use every precaution to have all plants, etc., true to name (I believe we come as near doing this as anyone in the business), I will not be responsible for any sum greater than the cost of the stock should any prove otherwise than as represented.

Please write the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry or other small-fruit plants.

The Selection of Your Plants and Seed

The Best Plants Brings the Best Returns.

This is the first thought with me. I want to know that the seed I am going to plant is as good as can be grown, no matter what the cost. I count the price of good seed a second consideration. The same applies to all kinds of plants and nursery stock. The cost of production being the same whether we get 2,000 quarts of strawberries per acre or whether we get 10,000, the few dollars spent in the way of better seeds or plants in the beginning is soon lost sight of in the big yields and big profits in the end.

Why Certain Varieties Are Running Down.

In regard to strawberries I am asked this question many times during the year: "Can you tell me why certain varieties are running down?; why they do not bear the crops they formerly did?" This is a very easy question for one to answer if he has given it a little thought and has been a close friend of his berry patch. Here is the answer: When strawberry plants fail to fruit it indicates that they have become weakened through careless breeding and improper selection of the breeding bed. Runner plants always inherit the characteristics of the mother plant, therefore plants that come from unfruitful plants will be unfruitful. If a plant becomes so weakened that it no longer sends up a fruit, bud system, its energies will be thrown to the multiplication of barren plants, and as these barren plants make a great many more runners than the fruitful plants, they soon have a monopoly. And plants taken from those beds year after year, without any selection whatever, it is but a natural consequence that the variety must sooner or later run out, as it is called. Labor and money spent in the growing of those kinds of patches is but thrown away.

The Way to Breed Better and More Fruitful Plants

On the other hand, if a grower is particular enough in the selection of his plants he can always improve any variety instead of letting it run down. Here is the method I use in order to build up better and more fruitful strains of plants: I have a special plot each season that I use to grow my stock plants. I never set out the plants in this plot until the plants in the old breeding bed have made sufficient growth so that I can easily select my best plants, always sure to get nothing for this plot but what has a good strong fruit bud, selecting the heaviest crowns and always the plants nearest the mother plant. By this means I know personally that every plant is a fruitful plant. This method is carried on from year to year and is proving very successful for me. I am not only keeping my plants up to the standard but I can see a marked improvement in the most of the varieties in a few years' breeding up of this kind. I find by this method of breeding that the higher breed the plant is the fewer runners it will make, as a large part of the growth is spent in building up a crown of fruit buds instead of making runners freely, as is done in the wild berry or the variety that has almost become wild or barren through carelessness.

Be Sure You Get Plants That Will Grow.

We want to say to our prospective customers, before closing this catalog, DON'T buy your plants and seed just because the price is cheap. But know the reputation of the man that you place your order with. The BEST plants are cheapest at any price. We can furnish you with the addresses of customers that make stronger claims for our plants than we do. If you are not our customer, start now. No one can give you more value for $1.00 than Townsend. And remember our Free Services are yours for the asking.

A Comparison of Townsend's With Common Ordinary Varieties That Are Sent Out Broadcast Every Year

Mr. Suggs, of Columbus County, N. C., writes after giving our Thoroughbreds a fair trial under the same conditions exactly same variety tested, that our selected plants produced over four times as much fruit as the common grade of plants did, and not only this but that the berries grown from our Thoroughbreds was of far better quality, and brought a much higher price. We have received the same reports from almost every section of the Country.

E. W. TOWNSEND
STRAWBERRY SPECIALIST
SALISBURY, MD.